

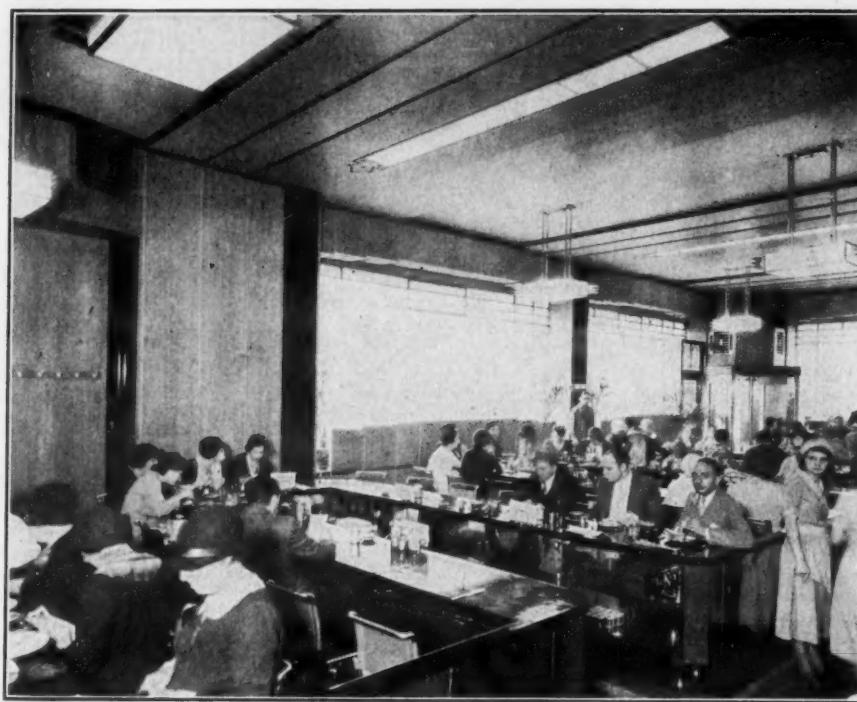
Comfort Cooling in Various Occupations

Boudoir



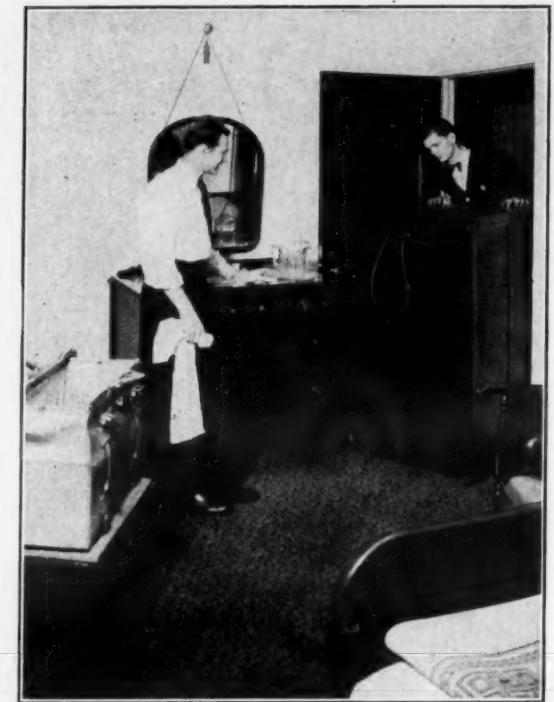
Installed in milady's boudoir, this Frigidaire air conditioner makes the task of dressing for dinner much more pleasant.

Restaurant



A modern New York restaurant has installed five Ilg No. 19 air-cooling units to attract patrons. The system uses 15 tons of ammonia refrigeration, and can maintain a 13-degree differential below outside temperatures when the room is filled to its capacity.

Hotel Room



A hotel bell-boy brings in a Carrier portable room cooler to improve the rest of a weary traveling salesman.

Home



The whole family can enjoy the comforts of an air cooler installed downstairs in the living room.

Executive Chamber



Two big men of industry agree that their Frigidaire air conditioner relieves the discomfort of summer office work.

Barber Shop



There's no roasting in this barber chair, with Frigidaire air conditioners holding down the temperature.

Office



An American Blower comfort-cooling cabinet helps this secretary to feel cool, as well as to look cool.

Dentist's Office



With his office cooled by Frigidaire, this dentist now needs only painless methods to popularize dentistry.

Millinery Store



A Carrier atmospheric cabinet installed in this millinery shop, helps the proprietor to more summer profits.

ELECTRIC REFRIGERATION NEWS

Registered U. S. Patent Office

The business newspaper of the refrigeration industry

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DERBY 'HORSES' HIT TOP SPEED AS FINISH NEARS

Winners of Prizes In Burritt Stake Listed

DETROIT—The Kelvinator Derby of 1932 is half over. With the start of the Perkins Stake Race as the third fur-long event, the horses are heading home and entering what promises to be the fastest stage of the Derby.

So far it has been a close race on all tracks with no leader sufficiently out in front to be sure of holding its place.

At Pimlico, Philadelphia is giving Pittsburgh a close run, but "Step-and-get-it," the Pittsburgh thoroughbred, regained first place after dropping to second last week. Philadelphia is back in second place and Newark is running a close third.

At Churchill Downs, Los Angeles is holding its own, having kept the lead for two weeks, with St. Louis and Syracuse, N. Y., the pace-setters, running steadily in second and third, respectively. Greenville, S. C., steadily pushing its way to the front, is tied for third place with Syracuse, N. Y.

Denver regained its lead on the Arlington Park track, pushing Alexandria, Va., down to third place. Wiswell, Chicago, took a sprint to reach second place from fourth.

Birmingham, Ala., hung on to its lead on the Hawthorne oval, uncorking a terrific drive to hold first. Indianapolis

(Concluded on Page 2, Column 4)

UTILITY SETS QUOTA OF 400 RANGE SALES

PHILADELPHIA—A quota of 400 electric ranges has been set by the Electrical Association of Philadelphia for a campaign to be held between Sept. 19 and Nov. 26. Every distributor and dealer in the metropolitan area around Philadelphia is expected to participate.

The territory has been divided into 15 groups, each paralleling an operating district of the Philadelphia Electric Co.

Each of these groups will have an executive committee made up of three or more dealers, a dealer chairman, and a representative of the utility. The Electrical Association of Philadelphia will be represented by a campaign manager, and by four field managers, each contacting several of the 15 groups.

The sum of \$30,000 has been appropriated by the Philadelphia Electric Co. for publicity and prizes. Of this sum, approximately \$22,000 will be spent for

(Concluded on Page 2, Column 5)

126 AIR CONDITIONERS ARE SOLD IN CHICAGO SHOW

CHICAGO—One hundred twenty-six sales resulted from the Room-Cooling and Air-Conditioning Equipment Show sponsored by the Commonwealth Edison Electric Shop, 72 W. Adams St., here, from July 11 to 30 inclusive.

The sales included 66 ice room coolers, 40 cooling fans, 13 humidifiers, three air filtration machines, two furnace conditioners, and two mechanical conditioners.

Leads totaling 1,937 which were gained from the show were referred to the manufacturers of the equipment, since the Commonwealth Edison Co. did not make any direct sales.

The estimated total attendance was 38,000. The utility company promoted the show through extensive advertising in Chicago newspapers, and by mailing 10,000 special invitations to building managers, small store and shop owners, and others likely to be interested.

Twenty-six manufacturers of air-conditioning and room-cooling equipment had exhibits at the show.

The Commonwealth Edison Co. furnished the floor space, water, drains, and electricity to the distributors, but the latter maintained their own representatives to explain the equipment to visitors.

M. W. THOMPSON LEAVES MAJESTIC ORGANIZATION

CHICAGO—M. W. Thompson, assistant advertising manager of Grigsby-Grunow Co. for the last three and a half years, announces that he is no longer with that company.

1,500,000 Entrants In Norge Puzzle Contest

DETROIT—Approximately one and a half million entrants have enrolled in the Norge refrigerator cross-word puzzle contest, which closes Aug. 27, according to James A. Sterling, sales promotion manager of Norge Corp.

The estimated total is based upon reports received from more than 5,000 Norge dealers. Those entering the contest must call at a Norge dealer's showroom to receive the cross-word puzzle book. This contains 15 complete puzzles, each of which mentions Norge features. Clues to these features are provided in descriptive text below the puzzles.

The contestant's name is registered when he takes out the book. He returns it completed, with a brief essay on

Norge refrigeration.

WESTINGHOUSE PLAN BOOMS FLOOR CALLS

MANSFIELD, Ohio—Increases in dealer's floor calls of as much as 350 per cent have been recorded as a result of the Westinghouse Midsummer Thrift Plan, according to information from the Westinghouse refrigeration division.

The plan, which was created to draw prospects into Westinghouse showrooms, consists of the offering of a free gift to the housewife who calls. When she arrives, she is asked to participate in a contest. She is shown a jar of coins, which add up to the approximate total saved by a Westinghouse owner in a given length of time.

Having no idea what such savings would be, the housewife hesitates, and the salesman has a chance to show her just what savings electric refrigeration will bring her—at the same time asking her how much her present refrigeration bill is.

This is supplemented by advertising through the media of billboards, newspapers, radio, national publications, and direct mail.

The Danforth Refrigeration Co., Cleveland, reported an increase of store visits amounting to approximately 300 per cent during the first quarter of the campaign. From Wesco at Houston, Tex., came the report of several sales traced to the presentation of the free gift.

Whitehill & Danforth, Inc., Pittsburgh, reported more than 500 floor calls in the first few days. M. L. Mumma, Harrisburg, Pa., dealer, reported an increase in visitors to his showroom in excess of 300 per cent.

Mohawk Heads Visit Field Organizations

NORTH TONAWANDA, N. Y.—Officials of the All-American Mohawk Corp., manufacturer of Mohawk electric refrigerators and Lyric radio receivers, have returned from trips on which they contacted field outlets.

DeWitt King, vice president, visited distributors, dealers, and suppliers in the East, while Charles A. Green, of the advertising and sales department, spent four weeks in Pennsylvania and Ohio.

SCHULTZ IS FIRST TO FINISH TOUR OF '7 WONDERS'

Westinghouse Contest Reaches Half-Way Mark

MANSFIELD, Ohio—George Schultz, Westinghouse refrigerator salesman for the Arthur R. Lindberg Co., St. Louis distributor, was the first man to complete the tour of the Seven Wonders of the World in the Westinghouse Lucky Seven Wonder Tour contest now in progress.

R. N. Snyder, of E. A. Maher, Inc., Hempstead, N. Y., was close on Schultz' heels for the honor. One tour of the seven wonders does not complete the contest for salesmen, however. They will continue to pile up league after league, and the final winner will be the man who has made the most tours.

As the half-way mark of the contest's duration was passed, the two high men in every district were as follows: Northeast district, R. N. Snyder and J. Fieldstell, both of New York, Clark Harding and Frank Lynch, Boston, P. T. Smelzer and Tremain King, Buffalo.

Southeast district, A. R. Graves and C. Dexter Jordan; Middle Atlantic, J. L. Mullen and J. L. Wacksmuth; Central district, J. E. Anderson and H. G. Ratner; Northwest district, Sol Lewis and C. V. Snyder; Southwest district, George Schultz and A. H. Frost; Pacific Coast, M. C. Fahrney and H. E. Arnold.

Mailings have been sent to all salesmen enrolled in the contest concerning the following "wonders" which they have been visiting on their tours: the Colossus of Rhodes, the Great Wall of China, the Pharos of Alexandria, the Leaning Tower of Pisa, and the Pyramids of Egypt.

MACGILLIVRAY'S TEAM WINS COOPER AWARD

CHICAGO—D. MacGillivray's sales division has been announced as the winner of the \$250 grand prize given by R. Cooper, Jr., Inc., G. E. distributor, to the sales staff making the best record during the Golden Gloves contest which opened early in July and closed July 26.

Each week during the contest, the high-point range or refrigerator salesman in each of the seven stores of R. Cooper, Jr., Inc., and in its apartment house and retail staff, was awarded a ticket to the Golden Gloves boxing tournament held July 26 between America's Golden Gloves champions and the amateur champions of Germany. The grand prize was awarded to that group ranking highest for the three-weeks contest.

Mr. MacGillivray's division made 107 per cent of quota. The leading apartment house sales director was W. R.

(Concluded on Page 2, Column 5)

'Doctor' Miles Takes His Own Medicine



Pierre L. Miles, sales manager, Edison General Electric Appliance Co., is the first to sign an application for the correspondence course on electric cookery salesmanship. Left, Clinton Brown, in charge of sales of the course; and right, H. D. Conklin, assistant manager.

'Gold Miner'



C. A. MILLER
Servel sales manager who made
plans for 'Gold Rush' contest.

SERVEL '49ERS' GOLD RUSH' TO START SEPT. 6

5,000 Salesmen To Seek Merchandise In Contest

EVANSVILLE, Ind.—Simultaneously with the announcement of new all-porcelain Servel models, there will open on Sept. 6 a "Forty-Niners' Gold Rush" contest among the 5,000 salesmen of Servel household and commercial refrigeration.

Final plans for the campaign were laid at a meeting of Servel sales representatives held Aug. 13 at the factory here. C. A. Miller, sales manager of Servel Sales, Inc., outlined plans for the contest, and W. Paul Jones, advertising and sales promotion manager, gave details of charts, mailing pieces, and other promotional material to be used during the campaign.

The contest will continue for 49 working days, closing at midnight, Nov. 1. Each salesman agreeing to participate, and use the sales material given him during the contest, will receive a lapel button as a symbol of his participation in the drive.

All salesmen will endeavor to beat their own quotas, and will receive merchandise prizes, values of which will be proportional to the sales volume attained by each salesman. Prizes will be given to salesmen who succeed in making only one sale.

In an effort to heighten the color of the contest, Servel executives sent a representative to the gold fields of California and Nevada to gather ideas for dramatizing the campaign.

Prior to the contest's opening, each Servel distributor will hold a meeting of all dealers and salesmen in his territory, at which details of the campaign will be announced and selling plans discussed. A manager appointed by each distributor will be in charge of the contest proceedings in his respective area.

Each salesman will be required at the

(Concluded on Page 2, Column 4)

FRIGIDAIRE REACHES JAPAN ON WORLD TRIP

KOBE, Japan—Representatives of the American Trading Co., which handles Frigidaire products in this country, were at the pier on the afternoon of Aug. 11 to greet the 2,250,000th Frigidaire upon its arrival here aboard the President Pierce.

Its initial consignment of California fruits and vegetables, placed in the food compartment upon its departure from San Francisco on July 22, was still in excellent condition, W. C. Hines, chief steward reported.

The round-the-world electric refrigerator is traveling as an ambassador of good will for American-built products. Upon its return to the United States it will be placed on exhibit at the Chicago World's Fair.

STOCKTON WOMAN OWNS OLDEST LEONARD ICEBOX

STOCKTON, Calif.—To Mrs. Mary V. Peyton of this city, who is more than 80 years old, goes the distinction of being the owner of one of the oldest, if not the oldest, ice boxes in the United States. And with this distinction, the material consideration of \$500.

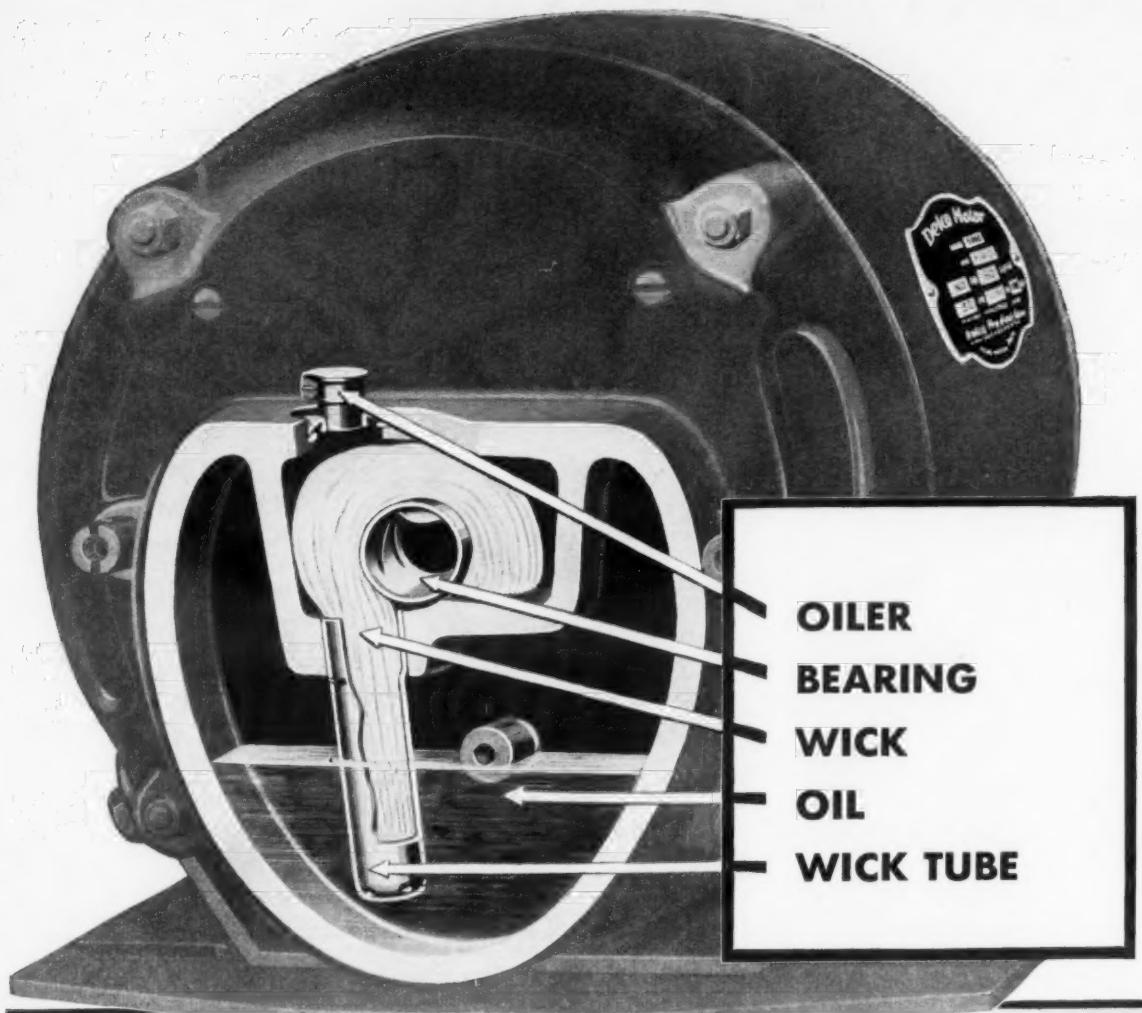
In July, the Leonard Refrigerator Co. of Detroit, which now manufactures "electrics," sought the owner of the oldest Leonard icebox in the United States, announcing it would pay \$500 for the box for display purposes.

Thousands of "veterans" were reported during the period of the quest, and Mrs. Peyton only this week was advised that she was the possessor of the oldest.

In her sworn statement, she advised the company: "I purchased mine in 1881, about May, when I moved into my new home in Stockton, where I have since continued to reside and have had the ice chest in constant use."

159 SEEGER CABINETS ARE INSTALLED IN APARTMENT

LONG BEACH, Calif.—Seeger cabinets numbering 159 have been installed in the Cooper Arms, "own your own apartment" building. Frigidaire compressors refrigerate these cabinets in a multiple hookup.



DELCO MOTORS WITH SEALED LUBRICATION

A refrigerator motor must not fail! Sealed Lubrication, applied to Delco's time-proved refrigerator motors, answers that requirement completely. No longer is there any danger that an installation man may forget to lubricate the motor bearings for the correct amount of oil, the correct type of lubricant, is sealed in each bearing at the factory. The oil can't come out, even if the motor is tipped on end or shipped upside down. It can't run onto the commutator or windings. It feeds to the bearing by positive capillary pressure, and all excess oil automatically returns to the reservoir as it works past the bushing. Delco Sealed Lubrication forestalls the most common cause of refrigerator motor failure. It was developed expressly for refrigerator motors—it has proved successful in rigorous engineering tests.

**DELCO PRODUCTS
CORPORATION**
DAYTON, OHIO

Kelvinator 'Derby' Nears Finish

(Concluded from Page 1, Column 1)
was just one step behind with Boise, Idaho, and Memphis, Tenn., tied for third.

The pace at Bowie picked up with Ft. Worth, Tex., nosing out Erie, Pa., for first position which the little Erie mustang had held for three weeks. Austin, Tex., made a quick jump from fifth to third place.

Casper, Wyo., has first place on the Fairmont track, and has kept Davenport, Iowa, in second place for the past two weeks. Gulfport, Miss., is running a steady third.

Little Rock in Lead

The battle at Latonia seesaws back and forth between Little Rock, Ark., and Hagerstown, Md., with Little Rock taking the lead this week. Williamsport, Pa., is holding its own at third.

At Belmont, Clarksburg, W. Va., is still ahead, hanging gamely on to its lead. Poughkeepsie, N. Y., is right behind.

Welch, W. Va., and Charleston, W. Va., are still one-two at Washington Park but Fernwood was whisked out of third place by Kalamazoo, Mich.

On the Laurel track, Nashville, Tenn., took a quick jump from third place to take the lead. Hazelton, Pa., could not withstand the challenge and fell back to second. Phoenix, Ariz., dropped from second to third.

Winners of Sweepstakes

Winners of the Burritt Sweepstakes, the second furlong of the Derby, have been awarded the Burritt prize of a sterling silver belt buckle set for selling the most "PK" models. These winning salesmen are:

R. J. Abbott, Kelvinator Pacific Co., Los Angeles; F. J. Ackerman, Kelvinator Buffalo Co., Buffalo; R. F. Allen, Consolidated Gas & Electric Co., Baltimore; R. Bargelt, Powers Furniture Co., Portland, Ore.; W. E. Barrett, Mississippi Power Co., Gulfport, Miss.; M. Berman, Kelvinator Sales Corp., Long Island, N. Y.; Max Berkoltz, Kelvinator Sales Corp., Pittsburgh.

E. Brown, Consolidated Gas & Electric Co., Baltimore; Geo. Brown, Public Service Gas & Electric Co., Newark; W. M. Bruffy, Jr., Thurman & Boone, Roanoke, Va.; Chas. Carson, Raymond Rosen Co., Philadelphia; W. Case, Public Service Gas & Electric Co., Newark; Mr. Clam, Kelvinator Sales Corp., Long Island, N. Y.; Mr. Clano, Kelvinator Sales Corp., Long Island, N. Y.

H. E. Del Valle, Kelvinator Pacific Co., Los Angeles; C. C. Dillingham, Consolidated Gas & Electric Co., Baltimore; V. T. Earley, Central Hardware & Factory Supply Co., Akron, Ohio; Howard Gale, Kelvinator Pacific Co., Los Angeles; W. C. Gleason, Kelvinator Sales Corp., Pittsburgh; Mr. Goulden, Kelvinator Sales Corp., New York City.

Thomas Groff, Commonwealth Edison Co., Chicago; E. Hoffman, Raymond Rosen Co., Philadelphia; J. R. Jones, Jones Cornet Co., Welch, W. Va.; V. W. Keescher, Graybar Electric Co., Knoxville, Tenn.; Andrew Kuehn, Commonwealth Edison Co., Chicago; S. Larzarus, Raymond Rosen Co., Philadelphia.

H. W. Lenaster, St. Joseph Power & Light Co., St. Joseph, Mo.; Mr. Luisi, Kelvinator Sales Corp., Long Island, N. Y.; A. J. McCarthy, Northern States Power Co., Minneapolis; R. H. McGinty, Northern States Power Co., Minneapolis; Louis Nachman, Kelvinator Sales Corp., St. Louis; J. H. Nasith, Tri State Electric Co., Sioux Falls, S. D.

Leonard Partee, Morley Murphy Co., Milwaukee; J. Prinnell, Public Service Co. of Colorado, Denver; M. Raifowitz, John Van Benschoten, Poughkeepsie, N. Y.; H. Redding, Consolidated Gas & Electric Co., Baltimore; Stanley Rickard, Public Service Gas & Electric Co., Newark; J. W. Riser, Broad River Power Co., Columbia, S. C.

E. L. Roberts, Emmons Hawkins Hardware Co., Huntington, W. Va.; Mr. Roberts, Kelvinator Sales Corp., Long Island, N. Y.; F. J. Rockwell, North Lumber Co., Kalamazoo, Mich.; Chas. Sellison, Kelvinator Sales Corp., Long Island City, N. Y.; Thos. Sherman, Kelvinator Sales Corp., Long Island City, N. Y.

H. C. Smith, Kelvinator Sales Corp., Cambridge, Mass.; S. Stanley, Kelvinator Pacific Co., Los Angeles; T. Swire, Kelvinator Sales Corp., Long Island City, N. Y.; J. R. Tierney, Commonwealth Edison Co., Chicago; Mr. Vella, Kelvinator Sales Corp., Long Island City, N. Y.; M. W. Vinson, Mississippi Power Co., Gulfport, Miss.; L. C. Wiswell, L. C. Wiswell Co., Chicago.

SERVEL SALES MEN WILL BECOME GOLD Diggers

(Concluded from Page 1, Column 5)
opening of the contest to supply his distributor with a sample of his "ore"—the names of 49 refrigerator prospects. These names will be forwarded to the factory, where they will be placed on the mailing list to receive a series of three pieces of direct-mail literature.

With these names, the salesman will submit his pledge to conform to the rules of the contest.

UTILITY SETS QUOTA OF 400 RANGE SALES

(Concluded from Page 1, Column 1)
publicity as follows: newspaper advertising in Philadelphia and suburban papers; outdoor advertising on 216 billboards, 108 of which are in the city territory, and 108 in and about 36 suburban towns; street car cards on all city trolleys.

Truck banners for all dealer trucks—
to be supplied dealers free; window displays and banners for all dealers; special display of electric ranges at annual Electrical & Radio Show the week of Sept. 26; special display of electric ranges in the Edison Bldg. and at Electrical Association headquarters; direct mail; cooking schools to be conducted in 16 different towns, with eight three-day schools in various parts of Philadelphia.

For every lead which results in a range sale, the Electrical Association of Philadelphia will pay any employee in the industry \$5.

Wire Dealers' Homes

The suggestion that a dealer cannot sell electric ranges unless he has used one in his home, led to the Electrical Association's wiring any dealer's home free, so that he may install a range there. In order to insure an operating electric range in each dealer's store, the Electrical Association offers to rebate the dealer the installation charge in his store on the basis of \$2.50 for every range sold, until the dealer has received a maximum of \$25 for his store installation.

The Philadelphia Electric Co. will accept any dealer's paper during the campaign on a basis of \$2 down and 24 months for the balance, with the standard 14 per cent carrying charge, during the campaign.

As to quotas, three dealer classes have been established, according to location, size, and possibilities of business. Dealers in class A have a quota of 10 for the campaign; Class B, a quota of 5 to 9, and Class C a quota of 2 to 4.

Havana, Cuba, Trip

The winner in Class A will receive two round-trip tickets to Havana, Cuba, with all expenses paid. The leader in Class B will receive two round-trip tickets to Bermuda, with all expenses paid. Winner in Class C will receive two round-trip tickets to Miami, Fla., with all expenses paid.

Six group prizes will be awarded. On every sale made within the group, \$5 will be placed aside. At the close of the contest this money will be divided among the winners.

Special prize offers are also being made for the campaign. For example, if a dealer winning a prize has a range in his home, he will receive 25 per cent increase in prize money, and if he has an operating range in his store, he will receive still an additional 25 per cent increase in prize money.

If the campaign is a success, a victory dinner will be held at the expiration of the contest.

MACGILLIVRAY'S DIVISION WINS R. COOPER CONTEST

(Concluded from Page 1, Column 5)
Burns, and H. Cagney was the leading apartment house salesman, according to R. Nides, sales promotion manager of R. Cooper, Jr., Inc.

The following salesmen won tickets to the Golden Gloves tournament, and were given a banquet before the matches in the penthouse of the Morrison Hotel:

L. J. Baron, C. Barrow, W. R. Burns, H. Cagney, S. Doty, F. B. Day, J. S. Duncombe, M. W. Ellen, R. N. Eischen, G. H. Gering, Ray Henkel, F. Ingle, L. G. Kohler, A. Keller, W. E. Lionheart, C. H. Mueller, D. MacGillivray, W. G. McGovern.

G. H. Meilinger, L. F. Meinert, D. McMinn, Owen Nugent, H. H. Perry, J. Phillips, P. W. Pybus, H. E. Roberts, R. N. Reed, S. A. Ross, W. Snyder, O. J. Volkman, A. G. Whitmer, B. Weiser, R. L. Weimann, and E. E. White.

The following members of the Cooper organization were guests at the banquet and tournament:

E. W. Parish, vice president; E. G. Cloud, comptroller; S. Nides, sales promotion manager; H. W. Gifford, vice president; L. C. Kohlman, vice president; C. G. Rood, vice president; R. D. Van Kirk, auditor; M. Kuhne, personnel director; C. J. Bassler, legal counsel; S. E. Thompson, credit manager; and F. A. Ramsdell of the range department.

Other guests included F. Schendorf, W. H. Leahy, Art Grove, advertising and sales promotion manager of the Edison General Electric Appliance Co., Jack King, and H. W. Rose.

COPELAND DEALER HOLDS COOKING SCHOOL

MT. CLEMENS, Mich.—Malbin Furniture Co., Copeland dealer, sponsored a week-long cooking school here recently. Miss Reva Stewart, home economist, conducted the school, which was advertised in local newspapers.

Good names that mean Good business

When a dealer secures the Frigidaire Franchise, he becomes associated with two of the most potent factors in American business—Frigidaire Corporation and General Motors.

He immediately begins to capitalize on Frigidaire's reputation for efficiency and economical operation—and on General Motors' reputation for outstanding value. He is part of an ideal combination—one that insures substantial profit margins and healthy volume as well as prestige and good will.

In addition to dominant national advertising, strong sales promotion material and

special advertising counsel whenever needed, Frigidaire Corporation offers all dealers—old and new—the full benefit of its Organization Division. A complete staff of business engineers is always at your service—with sixteen years of cumulative experience to help you solve your problems of sales, costs, credits and management.

A sound, substantial business with reasonable, continuous profits

This year is no exception in money-making possibilities. Many Frigidaire dealers have

reported sales increases ranging from 35 to 53%. Sales are reacting most favorably to the new low prices on all models. And new profit-making opportunities are offered by the recently perfected Air Conditioning equipment.

If you investigate the Frigidaire Franchise you'll want to go with the leader. Wire for information—or mail coupon today. Franchise Division, Frigidaire Corporation, Subsidiary of General Motors Corporation, Dayton, Ohio.

FRIGIDAIRE

The General Motors Value in the Refrigeration Industry

MAIL THIS COUPON FOR FRANCHISE FACTS

FRIGIDAIRE CORPORATION, Franchise Division, Dept. M-213, Dayton, Ohio.
Gentlemen: Please send me the facts about the Frigidaire Franchise.

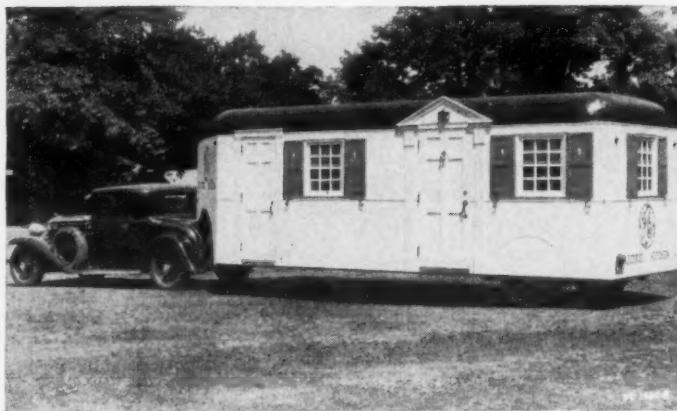
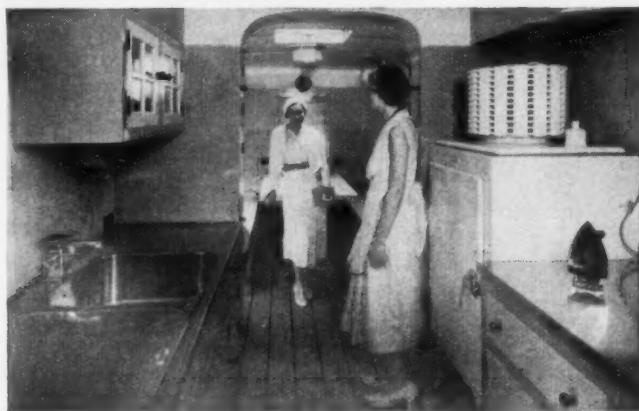
Name.....

Business.....Address.....

City.....State.....



G. E. Distributors to Utilize This Traveling All-Electric Kitchen



Three views of the new General Electric kitchen auto truck, equipped with a G. E. refrigerator, Hotpoint range, dishwasher, electric clock, toaster, ventilating fan, radio, work desk, sinks, and breakfast nook. The truck is built by the Aerocar Co. of Detroit, and may be used to take General Electric appliances directly to the prospect's home for demonstration.

DEALER CUTS NUMBER OF CALLS, GETS MORE SALES

GREENVILLE, Ill.—At a time when other salesmen have increased their number of calls a day in order to hold up their selling record, V. E. Anthony, local Frigidaire dealer, has cut down the number of calls he makes and steamed up his sales presentation, with the result that his total business is ahead of last year's.

"In stating the price of a particular model," says Anthony, "I always quote the price per week on the budget plan and compare this with what it is costing them to do without it. When the prospect realizes that his present method is on the instalment plan anyhow, he is ready to talk business."

30 GIBSON REFRIGERATORS INSTALLED IN HOTEL

MINNEAPOLIS—Thirty Gibson electric refrigerators have been installed in the Maryland Hotel here, according to J. A. Beery, appliance sales manager of Laird-Nebelthau, Inc., Gibson distributor here.

Mr. Beery stated that the Gibson bid for the contract was higher than that of other competing firms.

How To Sell Refrigerators

As Practiced By Majestic Dealer, Mt. Clemens, Michigan

By Phil B. Redeker

MT. CLEMENS, Mich.—A "stranger" to the community often can get the best start as a salesman in a small town, assert salesmen for the Majestic Radio and Refrigerator Shop located here.

The reason for this state of affairs, seemingly the antithesis of the generally accepted notion that small towns are places where friendship and intimacy count for a good deal, is that a salesman's friends often will impose upon him.

Friends Want Favors

When a salesman "canvasses" a friend, the latter will either ask for too many favors, or if he has built up sales resistance against the purchase of an electric refrigerator, he will use his position of "friendship" to rebuff the salesman before the latter can get his story launched.

Have small towns been over-canvassed?

The Majestic salesmen in the Mt. Clemens store think not. In fact, they believe that Mt. Clemens, at least, has been under-canvassed.

If our competitors would do more canvassing, they would better their own

business and ours too by stirring up the buying public's interest in refrigeration," the salesmen state.

"Canvassing isn't needed to 'sell' the public on 'refrigeration,' as that is an educational job which has been accomplished even in the small towns, but canvassing is needed to keep alive the public's current interest in the possibilities of a new refrigerator," the salesmen assert.

Little Sales Promotion

Not a great deal of sales promotional work or newspaper advertising is done by refrigerator dealers in Mt. Clemens, the Majestic group pointed out, and unless the salesmen keep hammering on the doors there is very little local activity to remind the public of the electric refrigerator and its advantages.

In the smaller hamlets lying within the Mt. Clemens district, the "good friend" salesman may have better fortune, although the Majestic dealer reports good results with his comparatively unfamiliar canvassers.

During the spring selling season the weather plays an important role in a town the size of Mt. Clemens because

the inhabitants are more experienced in taking advantage of the refrigeration offered by Nature than are the city dwellers.

Thus, a cold spring season will result in many sales being "put off" by good prospects, while a sudden "hot spell" will find the prospects more receptive to the salesman's story on modern refrigeration.

Prospects in Resorts

A possible new market for domestic refrigerators in the Mt. Clemens district lies in the resort colonies along the western shoreline of Lake St. Clair.

In years past, the cost of a refrigerator was too high for all but the more elaborate of these summer cottages.

This year, however, the salesmen feel that the lower-priced models may find a place in summer cottages.

The great economies to be effected by electric refrigeration at its present low price should outweigh the short-term use to which it will be put in summer resorts, believe these salesmen.

The resort colony presents a good potential market for refrigeration in that the majority of cottages in this district are wired for electricity.

Users of Majestic radios constitute a good source of prospects for Majestic refrigerators in a very definite way, the salesmen assert. The salesman who has sold a radio has an "entree" to get into the same home for an opportunity to get across his refrigeration story.

The user may also, in small-town fashion, wander into the store and "tip off" the dealer or salesman to a prospect who is ready to buy.

DISTRIBUTORS NAMED FOR EVUR-READY OIL BURNER

SPRINGFIELD, Mass.—C. E. Beckman Co., New Bedford, Mass., and Maine Range Oil Burner Co., Portland, Me., have been appointed new distributors for their territories by the Petroleum Engineering Corp., manufacturer of Evur-Ready oil burners.

Sumner Howard has been appointed representative for Maine, New Hampshire and eastern Massachusetts for the Evur-Ready range oil burner, and Frank Dean, Springfield, Mass., has been named factory representative for northern and western New York state. New England Sales Co., Hartford, Conn., will be Evur-Ready representative for Connecticut, Long Island and the lake section of New York state.

GENERAL ELECTRIC QUOTES PRICES ON RADIO HOUR

NEW YORK CITY—Taking advantage of the new policy of the National Broadcasting Co. which now permits sponsors of day-time programs to make price announcements, General Electric Co. has for several weeks been quoting prices on refrigerators and electric irons over the G. E. Circle program.

Although the Columbia chain has not yet followed the lead of NBC in abolishing the restriction against price advertising, the policy is being advocated by groups in both managements in the belief that radio programs will be improved by decreased advertising content.

Atlantic & Pacific Tea Co. is the only other NBC client which has thus far begun to quote prices.

ELECTRIC INVESTORS FILES DISSOLUTION CERTIFICATE

NEW YORK CITY—Electric Investors, Inc., has filed a certificate of dissolution with the New York Secretary of State.

The assets of the company were absorbed by the Electric Bond & Share Co. late in 1929 through an exchange offer involving eight shares of the latter for each five shares of Electric Investors common stock.

Electric Investors, Inc., was organized Dec. 1, 1924, by the consolidation of Electric Utilities Corp. with Electric Investors.

Principal business of the company was to acquire for long-term investment securities of various kinds, especially the common stocks of public utility companies. As of June 30, 1929, the company had total assets of \$62,774,815.

SOUTHERNERS BUYING AIR CONDITIONERS

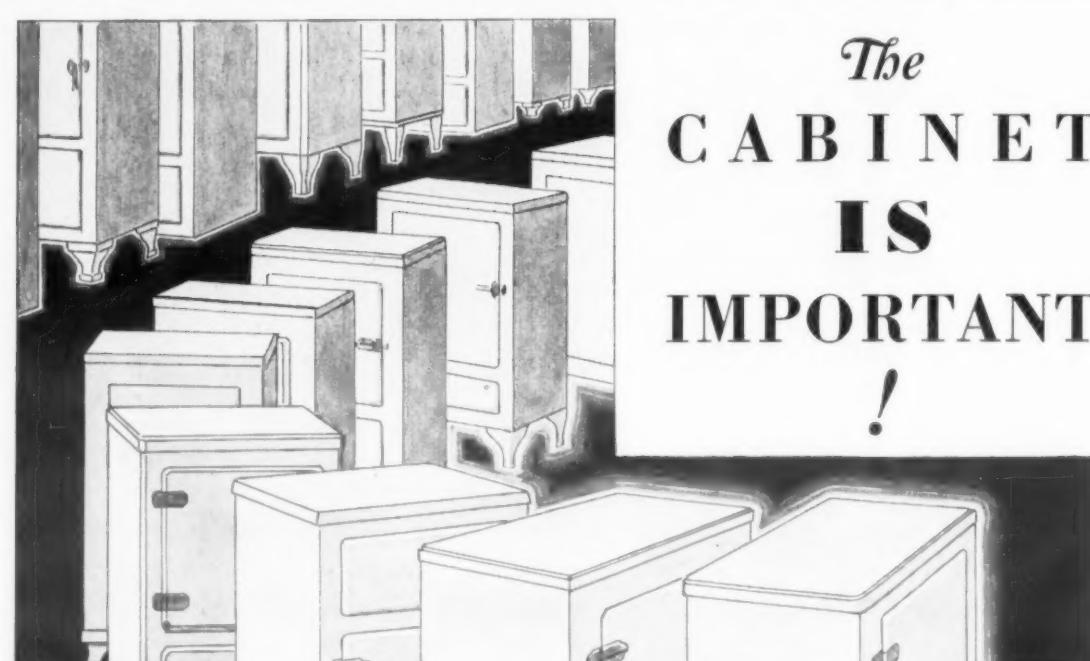
MOBILE, Ala.—The depression is proving a surprising aid to air-conditioning sales reports B. G. Goubill, Frigidaire salesman, who is selling air-conditioning equipment to people who are finding themselves financially unable to take their customary Northern vacation this year.

GIBSON FLOAT WINS PRIZE IN PARADE

GENEVA, N. Y.—A float designed by the Bolin Music House, Gibson electric refrigerator dealer, won first prize in a parade held here recently to stimulate refrigerator sales. The float was decorated with ropes of flowers, and carried one Gibson refrigerator.

TAMPA DISTRIBUTOR SELLS 232% OF JUNE QUOTA

TAMPA, Fla.—The Byars-Forgy Co., Frigidaire distributor for this territory, sold 232 per cent of its sales quota during June, according to W. N. Byars. This organization is well above its quota.



The
**CABINET
IS
IMPORTANT
!**

TENNESSEE CABINETS

Refrigerator Division

TENNESSEE
FURNITURE
CORPORATION

CHATTANOOGA, TENNESSEE

No refrigerator can be better than its cabinet—regardless of the type unit used or the money spent to develop that unit. Just as in the early days of the mechanical unit, a cabinet incorrect in design for the unit it houses will cause unsatisfactory results.

We are equipped here to build exactly the cabinet you need — exactly the cabinet best suited to your particular unit. Deliveries can be made promptly. Write or wire today for complete information.

COPELAND EQUIPMENT INSTALLED IN PARK

BLANEY PARK, Mich.—Tourists who travel to Blaney Park, in Michigan's Northern Peninsula, may have food refrigerated by Copeland equipment.

Included in the installation are six Q-25 condensing units; two 12-hole ice cream cabinets; one No. 40 tank for the tavern; two No. 15 cold holds for the lunchroom; one No. 40 tank for the lodge, and one No. 43-G coil for the farm.

6,000 NORGE DEALERS USE ENDORSEMENT DISPLAY

DETROIT—Six thousand Norge dealers in all parts of the country showed the Norge "endorsement window display" during a recent week.

The window was designed to point out that Good Housekeeping Institute and similar organizations accept the Norge.

COLE ASKS QUESTIONS ON BUSINESS TREND

NEW YORK CITY—Approximately 1,500 leaders in every branch of business in Greater New York were polled last week in an independent survey by Rex Cole, General Electric distributor, in an effort to determine the extent of the economic upturn.

Cole's letter asks six questions:

1. What is the nature of your business?
2. Have you noticed any recent improvement?
3. If so, to what do you attribute this improvement?
4. Has your business fallen off during the last 30 days?
5. What are your views regarding the future?
6. Have your collections been better?

Results of the poll were to have been issued Aug. 15.

"Leaders everywhere," the letter states, "judging from reports in the press, believe an upturn in business, however slight, has recently asserted itself. News of this kind undoubtedly has had a wholesome effect on the state of mind of those home makers who must necessarily lead the way to economic recovery by confidence."

"In the firm belief that New Yorkers would welcome real evidence in our own great city of a similar trend, and that it would lend further encouragement in our fight for recovery, I am taking the liberty of asking your views, in company with approximately 1,500 other local business leaders on the general situation."

The analysis of the poll will be given to newspapers, the General Electric distributor stated. He also mentioned that a similar poll may be sent out in 30 days to another group of business heads.

BOSTON BRANCH INSTALLS FOUR COMMERCIAL JOBS

BOSTON—Four commercial installations of Kelvinator refrigeration equipment are reported by J. A. Legasse, manager of the commercial division, Kelvinator Sales Corp. of Boston.

A battery of compressors was installed at Brigham's, Inc., 1706 Beacon St., Brookline, Mass. One WRD-50 compressor operates an ice cream storage room with a capacity of 585 gals. The other three operate ice cream cabinets and a soda fountain having a capacity of 120 gals. of ice cream.

Kelvinator compressors were installed to operate three walk-in refrigerators at the Hayes Bickford Lunch System Commissary, 32 Garrison St., Boston. One of the refrigerators was located on each of the three floors of the establishment.

A big refrigerator 40 ft. wide, 20 ft. deep and 9 ft. high, with three sections all maintained at different temperatures, was installed at the Hodder Marine Base, Boston. One division is kept at 10° F., one at 35° F., and one at 40° F. The Hodder company supplies ships, and carries a large stock of fresh meats at all times.

The largest supply of radium in New England, valued at \$250,000, is now stored in a Kelvinator cabinet at the Palmer Memorial Hospital, Boston. Another plant similar to this is located in the Huntington Memorial Hospital in Boston.

NEW JERSEY DEALER HOLDS GIBSON COOKING SCHOOL

HACKENSACK, N. J.—A series of lectures and cooking schools given by Miss Jacqueline Frost under the auspices of Brewster's, Gibson dealer here, closed Aug. 10.

Miss Frost, director of the Gibson home economics department, will give lectures at Passaic, Elizabeth, Morris-town, West New York and other cities in New Jersey.

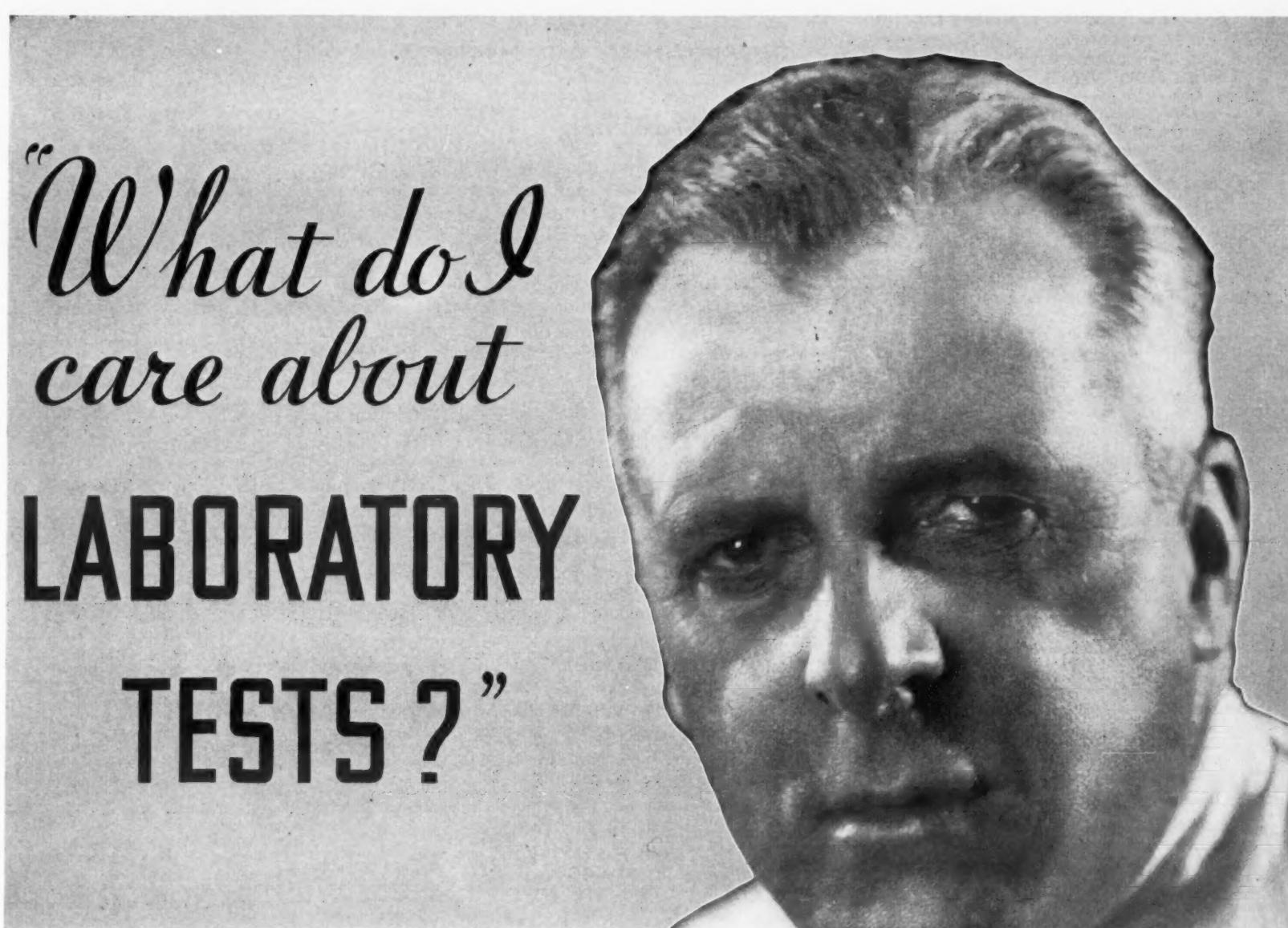
She has just concluded assignments at Englewood, N. J., where three refrigerators were sold as a direct result of the Thompson & Vannington refrigeration school; Paterson, N. J., where she spoke under the auspices of J. R. DeMott, Inc., and Sach's Furniture and Radio Store; and Newark, where a model kitchen was set up for her by Borok's Furniture & Radio Co.

APEX ISSUES BROADSIDE ON ELECTRICAL LINE

CLEVELAND—A broadside containing pictures and prices of each model in the entire line of Apex Electrical Mfg. Co. products, has been issued for use by employees in a sales promotion campaign now under way.

Each of the 1,500 Apex employees in the manufacturing plants recently pledged themselves to sell at least one Apex appliance to a friend or relative or neighbor during the present summer, through a local authorized dealer.

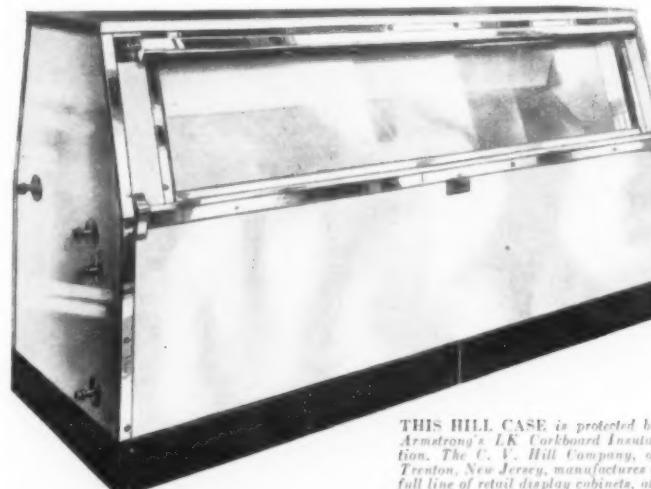
This broadside was designed to assist these employees in knowing the line and in creating hot prospects.



*"All I know is that cabinets
insulated with corkboard last
longer, and keep food safer!"*

FIGURES and charts mean little to the average buyer of refrigerated equipment. He's interested only in the fact that cabinets insulated with Armstrong's LK Corkboard save him money by serving better and longer. Many of your customers share his attitude.

The service record of Armstrong's Corkboard is impressive.



THIS HILL CASE is protected by Armstrong's LK Corkboard Insulation. The C. V. Hill Company, of Trenton, New Jersey, manufactures a full line of retail display cabinets, all insulated by this efficient method.

For more than thirty years it has been standard insulation in ice and food storage plants. In that time, about one billion board feet of Armstrong's Corkboard have been produced. Millions of feet of this insulation are still in use after twenty, twenty-five, or thirty years. They verify its light weight, combined with a rigid strength that withstands vibration. And they demonstrate unequalled moisture resistance.

Get the complete story before you select insulation. See what the laboratory records show. But find out also about service records . . .

On the other hand, manufacturers of refrigerated equipment are decidedly interested in the Laboratory tests which show why Armstrong's LK Corkboard serves so efficiently. These tests record its low coefficient of thermal conductivity (.269 B. t. u. per hour, per

square foot, per inch thickness, per degree temperature difference at 90° mean temperature). They verify its light weight, combined with a rigid strength that withstands vibration. And they demonstrate unequalled moisture resistance.

Get the complete story before you select insulation. See what the laboratory records show. But find out also about service records . . .

whether the insulation has proved its efficiency through many long years of use. These combined facts will help you understand why so many leading manufacturers of refrigerated equipment—display cases, freezer cases, ice cream cabinets, and trucks—standardize on Armstrong's LK Corkboard. Let us send you samples and complete data. Address the Armstrong Cork & Insulation Company, Armstrong's 917 Concord St., Lancaster, Pennsylvania.



Product

Armstrong's LK Corkboard Insulation
Efficient, Durable Insulation for Refrigerated Equipment

ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Refrigeration Industry

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Editorial Aims of the News

- To encourage the development of the art.
- To promote ethical practices in the business.
- To foster friendly relations throughout the industry.
- To provide a clearing house for new methods and ideas.
- To broadcast the technical, commercial and personal news of the field.

Fly-By-Nights

OLDER members of the electric refrigeration industry sometimes become accustomed to thinking of newcomers as "fly-by-nights." The refrigerators made by these outside-the-pale manufacturers are generally termed, "jillopies." And it is commonly assumed by many representatives of the older group that the "fly-by-nights," unless curbed, may work some havoc with the industry.

Undoubtedly the importance of the manufacturers which have entered the industry seriously for the first time this year cannot be underestimated. Reports from the field indicate that some of them are obtaining sizeable volumes of business, and that they are likely to boost the industry's 1932 sales curve considerably.

Although there may be scattered local tinkers who tack together a refrigerator now and then, most of the newcomers to the industry who are getting the business—the only ones who need concern competitive manufacturers—seem to be rather substantial concerns.

Gibson Conceded Leadership

Number One manufacturer among non-Nema members this year is generally conceded to be Gibson. Almost every year some one new manufacturer has had the spotlight. Last year it was Norge. Just before Norge's sensational rise, Majestic created quite a stir. In 1929 and 1930 General Electric came up to collect some 40 per cent of the industry's total business. Previous to that, Frigidaire was the undisputed kingpin, and at one time was on the point of monopolizing the electric refrigeration business (just as its foster father, Delco-Light, had cornered the farm-lighting market). Looking backward still further, we find the day when Servel made a sensational jump to eminence. Before any of these companies had risen to power, Kelvinator was the industry's "big shot" and, in fact, had the field practically to itself. This year it has been Gibson and Leonard which have made the amazing strides, with Norge maintaining the rapid pace it set in 1931. Leonard, part and parcel of Kelvinator, is in the Nema fold. So is Norge. Gibson is not at present, but probably would be welcome.

To call Gibson a "fly-by-night," would be laughable. Gibson production thus far this year (including contract business) has been variously estimated by suppliers and other outsiders at from 20,000 to 40,000, which probably compares more than favorably with the 1932 production of some of the smaller Nema members.

Moreover, Gibson is a substantial old concern

which claims more than half a century of continuous existence. To Gibson, most of today's manufacturers of electric refrigerators are young upstarts.

Other Newcomers

In a similar manner, we might look at some of the other newer manufacturers of electric refrigerators. Sparton units, for instance, are being put out by the Sparks-Withington Co., which makes automobile horns for Henry Ford, equips special squad cars for the nation's police, manufactures reasonably high-priced line of radios, and in general has a reputation for being a quality manufacturer doing business in a legitimate and reputable manner.

Note also Stewart-Warner. Anybody in the automotive or radio fields knows that Stewart-Warner is a substantial concern, has been doing business for a number of years, and appears able to stay in business for quite awhile longer. Stewart-Warner motor car accessories include a wide range of products.

One of the first of the new brigade of manufacturers of \$99.50 machines was the Crosley Radio Corp. of Cincinnati. Although its radios have always been in the low-priced class, and its Icy-Ball absorption type refrigerator is probably the least costly of all mechanical refrigerators, nobody could categorize Crosley as a "fly-by-night." Its factories cover many acres in Cincinnati; its broadcasting station, WLW, is famous in the Middle West; and its name has strong public acceptance, especially in the more rural sections. Reports have it that Crosley has shipped between 15,000 and 20,000 units thus far this year.

While on the subject of radio manufacturers who have entered the electric refrigeration business, it might be pointed out that Majestic—first of this group—was once considered something akin to a "fly-by-night" and an interloper of low caste by the industry. Now the Grigsby-Grunow Co. is a Nema member in good standing, and its representatives are present at all the councils of war.

Buckeye Changes Set-Up

Most worried-about of the so-called "fly-by-nights" is Buckeye. Suppliers have estimated that this year's production of Buckeye \$88.50, \$99.50, and \$129.50 boxes will total close to 18,000. It is also declared that Domestic Industries, Inc., the manufacturer, has been making money on this production. Buckeye refrigerators are assembled jobs; and it is reported that highly advantageous contracts were made with some of the various suppliers of parts and materials.

At first Buckeye cut a wide swath for a newcomer by making large one-time sales directly to department stores. Since July 1, however, Buckeye refrigerators have been obtainable only through distributors, and a field force has been busily attempting to line up distributing outlets of a similar type to those utilized by other electric refrigeration manufacturers. Whether or not this move signifies that Domestic Industries plans to organize its refrigeration department on a more permanent basis, and thus provide an opportunity for older members of the industry to recognize Buckeye as a "regular," remains to be seen.

Boost Industry Total

Estimates quoted in previous paragraphs are taken entirely from records kept by suppliers, and from reports of various field representatives. They are not official. ELECTRIC REFRIGERATION NEWS plans to collect and tabulate total figures on shipments of all non-Nema members in the near future, but to date such information has not been made available. It is expected, however, that the addition of these figures to the Nema totals will measurably raise the industry's sales curve.

As we have pointed out, concerns like Gibson, Sparks-Withington, Stewart-Warner, and Crosley, are substantial companies which have been following sound business policies for years. And judging from reports on their production and sales, if some of the newer manufacturers are "fly-by-nights," they have been flying by day, too—and pretty fast at that.

Letters from Readers

Puerto Rico Speaks

Refrigeration Supply Co.
P. O. Box Puerto De Tierra 328
Puerto De Tierra
San Juan, Puerto Rico

Aug. 2, 1932.

Editor:

Dealers in Puerto Rico would appreciate your explaining to your subscribers, some of whom do not know, that Puerto Rico has been governed by the United States for over 33 years; that we are not foreign, but just as much domestic as the District of Columbia, Oklahoma, or Utah; that we are nearer to Detroit than San Francisco is; the postage rate is domestic, so that many concerns writing to Puerto Rico can save postage; that the parcel post is in the seventh zone from New York; that United States money is the only money that is legal here; that no customs duties, consular fees, restrictions or permits are required, any more than if they were shipping to any state, and that export distributors who do not carry stock for Puerto Rico are parasites on domestic territory.

P. A. BOULOUY.

Coal Stokers as a Sideline

114 South 20th St.
Birmingham, Ala.

July 14, 1932.

Editor:

The writer has been in the electrical refrigeration business for a number of years and is, he feels, reasonably familiar with the dealers' problems.

While statistics show that more refrigerator units were sold during 1931 than during the previous year, yet it seems to be equally true that the average dealer who is handling electrical refrigeration exclusively is not making any money. He is badly in need of an additional line—something that will fit in with his present selling methods. In Alabama, at least—a section of low-price coal—it seems to me that the small coal stoker for individual homes

is a possible solution and I am wondering if you would not be helping the refrigeration dealer organization as a whole, if you would ask for the experience of such of your dealer readers as may already be handling stokers.

If their experience was published in your paper, it would make exceedingly interesting reading for many of us who are thinking seriously as to what lines should be handled in addition to electrical refrigeration. We would like to know something as to the sales resistance encountered in comparison with electrical refrigeration selling—also, is it difficult to train salesmen for stoker selling—also, how do the stoker service and installation problems compare with similar problems in electrical refrigeration.

L. C. KERRICK.

'Chiseling' and 'Chiselers'

Aug. 1, 1932.

Editor:

Ever since I entered the industry of refrigeration as a distributor with central New York as my territory in 1921, I have heard of "chiseling," as mentioned in your recent editorial on the subject. We will always have some of it.

One cannot stay long in business selling a product at cost or below cost, nor by making an inferior product that will operate and give satisfactory results for only a short period or until it is paid for. The public will find out that only quality pays in the end.

I know what the cost of a cabinet is and the care with which a unit should be manufactured.

A distributor and dealer must make a fair profit or he will pass out of the picture. Let the dealer sell at a loss if he does not know any better—and that goes for the "chiseling" manufacturer, too.

H. F. MACGRATH,
Kelvinator field representative.
Chicago, Ill.

Put the Prospect Behind the 'Wheel'

By Harvey B. Lindsay, President, Dry-Zero Corp.

A young man whom I have known for many years is getting married next month. With his fiancee, he is giving much time and thought to furnishing a home. A few days ago he asked me what make of electric refrigerator was best for his needs. He explained that he had visited the showrooms of half a dozen dealers; he had seen their cabinets, listened to salesmen talk, read literature.

There seemed, he suggested, to be a conspiracy among them to claim the same set of qualities in a variety of words and at a considerable variation in price. The price question, he said, did not bother him because with present budget payment plans the variations per month were small.

Of course, I promptly pointed out that sales arguments in most industries tend to follow beaten grooves; that in certain price groups the same qualities are stressed in selling competitive makes of automobiles, radios and other products. "Yes," retorted my young friend, "but I can take an automobile out and drive it. I can see if it really has the pickup, the speed, the smoothness, the easy-riding, easy-steering qualities each of them claims. I can make comparisons. I don't have to depend on sales talk to form an opinion."

"If," he added with a laugh, "I could drive each of these refrigerators around the block a couple of times, I'd buy one this afternoon."

The young man's jocular desire to go driving in a refrigerator before buying it has stuck in my mind. To me, it suggests an intriguing opening for a new kind of refrigerator selling—the demonstration of the fundamental qualities of the cabinet before the customer's eyes.

In the older automobile industry, the demonstration is the key to the entire selling plan. Advertising leads up to it; the sales talk merely rounds it out. The first commandment is "Get the prospect behind the wheel!" The performance of the automobile itself, plus the interpretation and explanation of the salesman, does the rest. Everything else is subordinate to that climax.

In the scheme of electric refrigerator selling no such climax exists. There is no such opportunity to let the product speak for itself, to allow it to prove its fundamental fitness to perform its job. Yet, in my opinion, such a demonstration of quality is exactly what is needed today.

Low-price appeal has cried "wolf" not once but many times too often. The public mind, battered and numbed by the continuous hammering of such phrases as "the lowest prices in history" and resentful of being cheated and bamboozled by shoddy merchandise, has revolted. The result is a growing demand for just such fundamental qual-

ities as are demonstrated when the prospect takes his place behind the wheel of a new car.

In the event there are some that doubt this, some that still question if solid quality has taken bargain price's place in the saddle, let me point to the doings of R. H. Macy & Co., of New York, operators of the world's largest department store. Within the last few years Macy's low price policy has drawn the hatred of competitors, the denunciation of manufacturers and even aroused the ire of New York's Better Business Bureau. Macy's went after bargain selling with energy, shrewdness and success never before witnessed in the realm of the department store.

Yet one week end, a month or so ago, Macy's shifted to the side of quality. They announced that hereafter every product sold by them would be tested by Macy's Bureau of Standards. They admitted quality standards had been lowered in the rush for sensational prices. They announced that "We shall strive just as hard as ever to offer dramatically low prices, but our first consideration will be that the merchandise must measure up to our standards of quality."

Macy's announced their move for quality and devoted much space to their Bureau of Standards on Saturday. On Sunday they offered specific merchandise, all tested for quality. Most interesting phrase in this Sunday advertising was perhaps this: "If it's price you are concerned with when buying an electric refrigerator, don't come to Macy's."

This was no altruistic warning. In effect, it simply meant that Macy's smart merchandisers believed they could sell more refrigerators on quality than they could on price. And Macy's has seldom been wrong.

To me, however, Macy's move is more than a clinching argument to my contention that the quality appeal has displaced that of bargain price in the retail field. Their Bureau of Standards also may be the key to the quality demonstration angle needed in electric refrigerator retailing, the key to some device or plan that will parallel "putting the prospect behind the wheel of the car." Of course, such a plan must obviously be a definite and simple means of demonstrating graphically and conclusively actual performance superiority.

It looks to me as though the manufacturer that devises such a plan will have a long jump on his friends in the field, provided, of course, that his refrigerators have the fundamental qualities the demonstration must show.

Perhaps, after all, my young friend may have an opportunity to see an electric refrigerator "driven around the block" even if he can't do the driving himself.

Radio Sales Show Gain in June; Price Trend Steadier, Dun Report Shows

NEW YORK CITY—A sudden upturn in sales during June, a steadier price trend, an increase in radio advertising, a number of new developments—automobile sets, short-wave sets, television—were some of the optimistic slants on the radio industry to be found in a survey released by R. G. Dun & Co. last week.

"An unexpected increase in demand has been shown since the early part of June," the report states. "This has been attributed to the political conventions at Chicago, and the preparations that are being made to get the full benefit of the broadcasts to be made during the presidential campaign in the fall, and the many unusual sports events, including the Olympic Games."

Replacement Sales Heavy

Replacement sales have been heavy, the survey shows, as there are approximately 4,500,000 obsolete sets in use, and retailers are offering to accept these as part of the down payment on new instruments. Vacation needs are also helping to sustain current sales, it is believed.

The midget sets are evidently losing their appeal, according to the data compiled. Since production has been matched rather closely with sales, there has been almost no distress merchandise on the market, it was shown.

"Despite the slight flurry in demand since early in June, sales of radio products in dollar value for the first six months of the current year are from 10 to 35 per cent below the total for the comparative period of 1931.

"Much of the decline, however, can be accounted for by the drop in the average retail price of the receiving set, which is down nearly 30 per cent. In addition, the best-selling items continue to be the cheaper and more compact sets, ranging from \$25 to \$60. Sales in the lower price field easily average 65 per cent of the total.

"As many of the retailers note a decided shift to higher-priced models, if a popular range in prices from \$50 to \$100 can be established during the fall season, when buying is at its peak, it may be possible for total sales to reach the level of 1931, when the value of radio products sold at retail dropped to \$309,270,000, the lowest point touched since 1923.

Total Sales of Radio Products at Retail	
Year	Value
1922	\$ 60,000,000
1923	136,000,000
1924	358,000,000
1925	430,000,000
1926	506,000,000
1927	425,000,000
1928	690,550,000
1929	842,548,000
1930	500,951,500
1931	309,270,000

"That the price trend has become steadier has been shown by the fact that today the average price for a radio set is \$60, as compared with \$62 for this time last year, and \$87 in 1930.

"While prices for some of the new sets are higher, the fractional increase gives the buyer nearly twice the value for his dollar that he received two years

ago. That is, more tubes, more speakers, a better cabinet, and a tremendous improvement in radio quality."

Despite the decrease in sales during the last two years, the number of sets in operation has continued the steady gain which started back in 1925, the Dun report states. With an estimated total of 16,800,000 in use on June 30, 1932, the United States leads the world in the number of receiving sets in operation, a gain of nearly 5,000,000 in the two-year period.

An interesting portion of the survey is that which deals with the part which various side-lines play in sustaining the radio retailer's sales volume. This discussion follows:

"The radio retail store today is recognized as one of the most profitable outlets for all types of electrical appliances from table items to refrigerators. With major appliances, and particularly with offerings which have a novelty appeal, radio retailers have been unusually successful. Even electric ranges, oil burners, and air conditioners are being handled on an increasingly large scale.

88% Sell Other Lines

"Probably a more exact idea of the importance of such side lines can be gained when it is stated that fully 88 per cent of radio retailers now sell electric appliances of some kind and are receiving as high as 29.2 per cent of their sales volume from such appliances.

"As 54 per cent of their sales are made up of radio sets, tubes, and accessories, the remaining 16.8 per cent is accounted for by sales of sheet music, automobile supplies, cabinets, furniture and hardware.

"About 90 per cent of the retailers receive 40 per cent of their income from sales of radio sets; 84 per cent receive 9 per cent of their income from tubes; 60 per cent receive 23 per cent of their income from refrigerators; 46 per cent receive 4 per cent of their income from washers; 22 per cent receive 6 per cent of their income from cleaners; 5 per cent receive 3 per cent of their income from oil burners; 11 per cent receive 3 per cent of their income from electric ranges; 30 per cent receive 1 per cent of their income from socket appliances; and 57 per cent receive 5 per cent of their income from radio accessories.

"Out of 732 radio wholesalers—the total number is around 1,750—88 per cent are handling electric appliances. Washing machines in their lines have increased from 35 to 46 per cent during the 12 months ended June 30, 1932, and refrigerator representation from 42 to 84 per cent. The latter furnished the greatest single contribution to appliance sales during that period. A year ago wholesalers estimated that 55 per cent of their retailers were selling appliances; today this has grown to 67 per cent.

"That these newcomers in the electrical appliance field are playing an enormously important part is evident from the changes which they have caused in the older industry.

Seek Additional Outlets

"Manufacturers who were selling direct to retailers now have added wholesalers to their distributive plans, in order to reach this new outlet. Others who sold chiefly through their own stores have been seeking radio retailers to handle their products.

"A number of manufacturers of major appliances are making the radio trade the foundation of their whole distributive picture. Similarly, discounts and trade practices have been altered to accommodate the aggressive selling methods of the radio industry. During the past six months nearly 12,000 new retail outlets for radios have been established.

"In fact, retailers of radios exclusively are responsible for only 30 per cent of the total sales, the remainder of the volume being sold by music dealers, department stores, automobile dealers, tire and battery shops, electrical merchandise stores, and in a total of 72 types of retail establishments, including barber shops. It is interesting to note the different types of retail outlets which now sell radios:

Type of Dealer	Per Cent
Exclusive Radio	30
Music	12
Furniture	11
Automotive	9
Department	8
Power Companies	6
Electrical	6
Hardware	5
Contractors	3
Drug	1
Grocery	1
Jewelry	1
Miscellaneous	7
Total	100

"Most of the sales in the radio retail trade are made on the instalment plan, in the form of small weekly payments. Of the firms selling on the deferred payment plan, 73 per cent finance themselves, 21 per cent use the services of financial companies and 6 per cent use the services of financial companies and their own money.

Sales Per Dealer Heavier

"Radio sales per dealer are heavier in the large cities than in the small com-

munities. Sales per dealer in cities of 3,000,000 or over average \$55,000. The sales per dealer in communities of 25,000 to 30,000 average \$18,792."

For a time, it was expected that retail radio prices would be advanced in order to meet the new tax, the report states. It was decided, however, that a complete radio is not taxable as a set. The new law specifically imposes the tax on the manufacturer's selling price of chassis, cabinets, tubes, reproducing units, and power parts.

It also imposes a tax on the other parts and accessories of a radio receiving set, when such other parts and accessories are sold on or in connection with the sale of a radio receiving set.

Manufacturers of receiving sets are to increase the list price to cover the tax, and tube manufacturers, to avoid double taxation on their product, will bill tubes to set manufacturers on the certificate plan, leaving payment of the tax to the set manufacturers.

Tax Not Mentioned

No mention of the radio tax, either as included or as an extra charge, is to be made in any advertising literature or sales promotion work. Discounts to wholesalers and retailers are to be applied to existing list prices for billing purposes only.

Here is what the survey found in regard to collections:

"While collections with wholesalers are in fairly good shape, as wholesalers are fully cognizant of the value of selling only to accounts with a good rating, during the last few months, many retailers have not been taking advantage of cash discounts, but are permitting their invoices to run 30 to 60 days past the due date.

"With retailers, however, repossession still are numerous, and collections are not so good as they are in other major appliance lines, such as electrical refrigerators and laundry equipment. Collections on accounts sold during the past few months have been fairly satisfactory, but both retailers and whole-

salers have on their books many old accounts, which they are liquidating slowly.

Bad Debt Survey

"The survey made by R. G. Dun & Co. of bad debt losses among manufacturers of pianos, radios and musical instruments for the first six months of 1931 showed the average for the trade to be .881 per cent. In the high-price range group, the bad debt loss reached 1.076 per cent on 1,260 accounts that were sold merchandise valued at \$547,000.

"On the medium-price range merchandise, the bad debt loss was only .765 per cent on 11,957 accounts that bought goods with a total value of \$9,138,000. On merchandise sold to retailers the bad debt loss was .822 per cent, while on goods shipped to wholesalers it reached 1.143 per cent.

"The best-paying accounts were in Washington, Oregon, California, and Nevada, the total loss for those states reaching a low of .465 per cent. In the geographical subdivision which included Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, and Connecticut, the large number of delinquent accounts brought the bad debt loss to .996 per cent.

"Many formerly well known names have dropped out of the radio trade in the last few years, unable to stand the strain of financing harassments and the rapid changes which have marked the progress of the industry. In the last 30 months, a total of 69 radio manufacturers failed, with combined liabilities of \$9,391,503.

Liabilities Decline

"Although the number of failures among manufacturers in 1931 showed a decrease of 25, the liabilities incurred increased by \$566,045. During the first six months of the current year, the number of manufacturers defaulting nearly equalled the number recorded for the entire 12 months of 1931. The lia-

bilities, however, revealed a sharp decline.

"Among retailers of radios, the increase in the number of defaulting firms has been steady during the last six months, 102, comparing with 160 for the 12 months of 1931. Here again, the liabilities involved revealed a sharp recession, indicating that the failures were confined to the smaller retailing units. The special compilation of insolvencies in the radio industry made by R. G. Dun & Co., to cover the last 30 months, shows:

Manufacturers		
Year	Number	Liabilities
1930	40	\$3,522,400
1931	15	4,083,445
1932*	14	1,690,658

Wholesalers and Retailers		
Year	Number	Liabilities
1930	217	\$2,071,392
1931	160	4,979,359
1932*	102	952,743

(* January to June, inclusive.

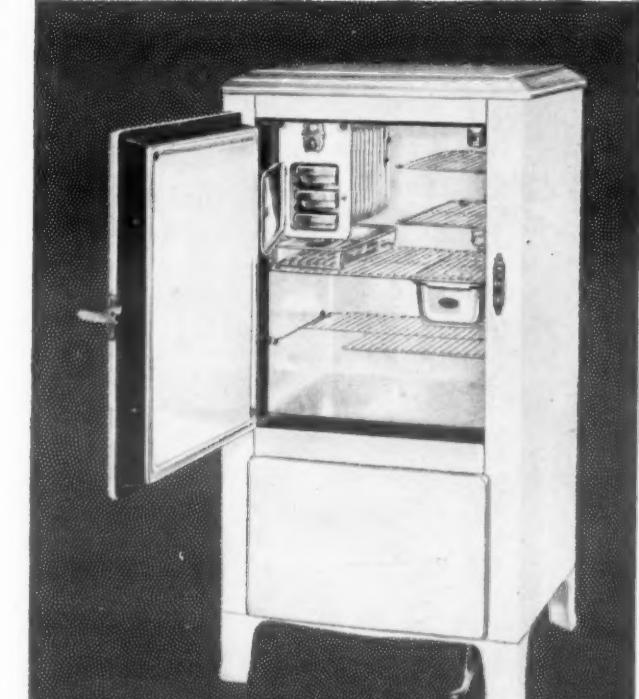
Sales Off 5% to 35%

Detailed reports from 22 cities—mostly distribution rather than manufacturing centers—showed sales and dollar volume to be off from 5 per cent to 35 per cent. In almost every case it was stated that the medium-priced model was the best seller. Stocks were light, it was mentioned in several of the city reports, and collections were characterized as fair, but not abnormal.

Total investment in the radio industry was cited as \$1,800,000,000 by the survey. Of this sum, \$150,000,000 represents investment of radio manufacturers; \$250,000,000 the investment in radio broadcasting; \$1,800,000,000 the investment in listeners' sets; and \$25,000,000 the investment in commercial radio stations.

Of 1,423 radio broadcasting stations in the world, 806 are foreign stations, operating in 70 countries, and 617 in the United States and its possessions. Of the 607 located in Continental United States, New York takes first place with 52 broadcasting stations. California is next with 43, and Pennsylvania, third with 40.

They All Talk About Its "AMAZING ACCEPTANCE"



● "A great name on a great product" sums up distributor comment on the Leonard Electric. Distributors and dealers—telling of their satisfaction and success with the Leonard line—never fail to emphasize the remarkable public acceptance it enjoys.

Leonard is the *only* name in electric refrigeration that brings you the accumulated good will of three generations of users, and the sales advantage of a 51-year reputation for quality manufacture.

Of course there are other reasons for Leonard's rapidly growing popularity—the beauty and roominess of Leonard cabinets; the LEN-A-DOR and a score of other extra features; new low prices which make this line a more outstanding value than ever.

Write or wire for complete information regarding the 9 Leonard "plug-in" models (3 all-porcelain), and for details of this attractive franchise.

LEONARD REFRIGERATOR COMPANY
14256 Plymouth Road, Detroit, Michigan



WITH THE
LEN-A-DOR
a touch of the toe and
the door swings open

L E O N A R D
E L E C T R I C R E F R I G E R A T O R
(499)

"Radio sales per dealer are heavier in the large cities than in the small com-

NEW, LOWER PRICES ON McCORD COMMERCIAL EVAPORATORS

WRITE FOR NEW McCORD CATALOG GIVING LOWER PRICES ON McCORD EVAPORATORS. INCREASED DEMAND AND LOWER METAL COSTS MAKE POSSIBLE A SUBSTANTIAL PRICE REDUCTION. THE SAME SATISFACTORY McCORD ALL-COPPER COIL WITH FLEXIBILITY OF ARRANGEMENT TO MEET HEAT, LOAD AND SPACE REQUIREMENTS.

McCORD RADIATOR & MFG. CO.
DETROIT, MICH.

GOVERNMENT STUDIES RADIO SALES FIRMS

WASHINGTON, D. C.—Channels through which the \$599,777,000 worth of radio sets, parts, and accessories moved from the factories to the retail store or consumer, and the costs of distributing goods through these respective channels, are reported by a trade study issued by the Census of Wholesale Distribution.

Production of radio sets, tubes and accessories constituted the most important subdivision of the electrical goods industry in 1929, accounting for 20.1 per cent of the aggregate value of the production of the electrical goods industry. This compares with a figure of 4.2 per cent in 1923.

Of the \$599,777,000 trade in radio sets and equipment, the electrical trade itself accounted for 88.6 per cent. Nearly two thirds of this \$531,539,000 was handled by wholesale merchants of the full-service type.

Second in importance was the automotive trade, which sold \$25,967,000 worth of radios and equipment. Next came the hardware trade, with \$18,696,000. The balance were sold by the amusement and sporting goods trade, furniture and house furnishings trade.

Of the total volume of wholesale radio business, distributors of the specialty sales type handled 64 per cent; manufacturers' sales branches, 30 per cent; agents and brokers, 4.6 per cent, and chain store warehouses, 1.2 per cent. A total of 794 wholesale establishments specialized in radio sets, parts and accessories, with net sales of \$486,079,668.

Of these establishments, 641 consisted of wholesalers, 43 were manufacturer-owned wholesale branches, 96 were agents and brokers, and 14 consisted of miscellaneous types.

The six states of New York, Illinois, Pennsylvania, California, Ohio and New Jersey account for nearly 70 per cent of the total sales at wholesale of radio

Superstitious Butcher Buys Copeland

CHICAGO—M. Habel, owner of a meat shop at 3456 Drummond Place here, is superstitious. He thinks no business should be started on Friday.

He didn't hesitate about saying so when he bought a model W commercial refrigeration unit recently from The Copeland Refrigeration Co. of Chicago.

"If you don't install that unit tomorrow (Thursday)," he told the salesman, "I won't take it."

The equipment was installed on Thursday.

sets and equipment. New York City is the leading wholesale market with nearly one third of the total volume for the United States. Chicago is next in importance, followed by Newark and San Francisco. These four cities handle 50 per cent of the total wholesale radio business in the United States.

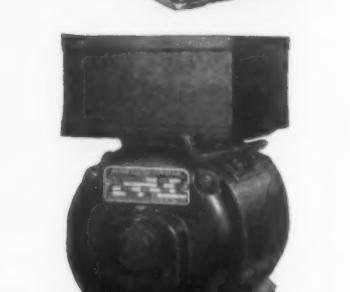
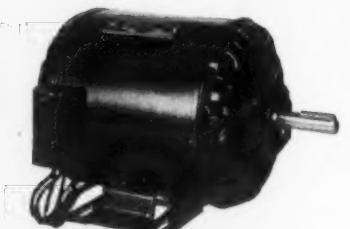
The average costs of doing business for wholesalers specializing in radios was 15.89 per cent of net sales, while manufacturers' wholesale branches showed a cost of 15.63 per cent. For wholesale merchants, operating costs tended to decline as the size of the business increased. Manufacturers' sales branches, however, showed lowest costs for medium-sized establishments.

CHICAGO SALESMAN SELLS 260% OF JULY QUOTA

CHICAGO—John A. Mulcrone, salesman at the 6767 Stony Island Ave. branch of Frigidaire Sales Corp., led his zone for July by selling 260 per cent of his quota for that month. Seventy-five per cent of the population in his territory is colored. He has been selling electric refrigerators for the past four years.

Specified

FOR ULTRA-QUIET AND DEPENDABLE MOTOR PERFORMANCE



Wagner Repulsion-Start Induction Motors

The preferred motor for electric refrigerators—rubber-mounted for domestic; rigid-mounted for commercial units. High efficiency, long-hour duty performance, quiet from start to stop—ideally suited for refrigerator duty. All frequencies, voltages interchangeable for given horsepower ratings.

Wagner Rubber-Mounted Motors

For ultra-quiet, vibrationless performance—designed especially for domestic refrigerators where absolute silence is demanded. All types of Wagner motors are available with rubber-mountings. Interchangeable with rigid-mounted motors.

Wagner Capacitor Motors

A compact unit—the last word in capacitor motor design, applicable to the majority of refrigerators requiring small fractional horsepower motors. Conduit-box is part of the capacitor-box—no special appendages; all connections made in one box, rigid or rubber-mounted. Interchangeable with other types.

Wagner Built-In Motors

The product of some fifteen years of experience in refrigerator-motor building—designed and built to operate without attention in hermetically-sealed refrigerator units. High efficiency, low operating temperature, specially designed to operate in refrigeration fluids.

For complete description, ask for Bulletin 167

G. E. INSTITUTE PLANS ELECTRIC KITCHENS

By Elston D. Herron

CHICAGO—The General Electric Kitchen Institute, established several months ago at the Edison General Electric Appliance Co., Inc., is attempting to promote sales of all G. E. kitchen appliances by appealing to housewives and apartment house owners with the idea of a "modernized kitchen," and by supplying any interested individual, free of charge, with complete plans for remodeling and refurbishing old kitchens, or for building and furnishing new ones.

The first of the institute's model kitchens was constructed and equipped for exhibition purposes in the building of the Edison General Electric Appliance Co., Inc. During the past several months, other similar kitchens have been installed in 30 of the company's distributionships and dealerships.

Effective Sales Method

This plan for selling an all-electric kitchen as a unit provides a more effective sales method than the selling of single General Electric appliances separately to the prospect, according to Ralph Gates, assistant advertising manager of the company.

The prospect learns of the institute through advertising or by visits to one of the model kitchens. Both the advertisements and General Electric representatives at the kitchens urge the prospect to draw a rough floor plan of his own present kitchen and send it to the institute headquarters in Chicago.

Chicago is a staff of six draftsmen, directed by R. E. Patten, stylist for all General Electric merchandising products. This staff prepares from the floor plan a color sketch showing how the kitchen may be remodeled and most conveniently equipped with General Electric appliances. No charge is made for this service.

Sketch Sent to Prospect

The sketch is returned to the prospect, and simultaneously, the distributorship in that territory is notified of the fact that the individual is interested in installing a model kitchen in his home.

The distributor then notifies the dealer nearest the prospect's home, and a salesman is sent to sell the prospect equipment for the kitchen.

If the prospect desires to equip his new kitchen with G. E. appliances one at a time, the institute will advise him as to what appliances should be installed first, and in what order they should be purchased after that.

When a new home is being built, the institute will, if notified, secure a blue print from the architect, and submit sketches to him for planning and constructing the model kitchen. There is no charge made for this service.

When finished, the kitchen will contain General Electric Hotpoint range, electric refrigerator, and dishwasher. Other electric appliances, such as mixers, ventilators, toasters, percolators, clocks, radios, etc., may be installed if the owner wishes.

Loren Smith is director of the institute. The idea for such an establishment came from Carl Snyder, president of the Walker Dishwasher Co., now owned by General Electric.

The kitchen at the factory in Chicago is tinted green and yellow, and has dark red doors. It is equipped with Elgin steel cabinets, manufactured by the Elgin Stove and Oven Co. of Elgin, Ill., for use as storage quarters for dishes, staple foods, cooking utensils, towels and linens, and other kitchen necessities.

It contains a full line of General Electric appliances. Other features include a kitchen desk, and an all-steel sink with non-splash faucets.

ELECTRIC EQUIPMENT FACES DEFLATION, REPORT STATES

NEW YORK CITY—Electric equipment and household products are two divisions of industry which the Standard Statistics Co. of this city believes still face further deflation.

Sixty-two per cent of industry, this company stated last week, seems to be thoroughly deflated and ready to go ahead, while 33.8 per cent faces further moderate deflation, and 3.7 per cent is likely to remain in a depressed state.

The divisions of industry said to be thoroughly deflated, with a demand for their products stored up so that they may be expected to recover shortly, were: agriculture, automobiles and parts, chemicals, food products, foreign trade, industrial machinery, miscellaneous manufacturing, oil, retail trade, silk goods, sugar, tobacco, utilities.

Those facing further deflation, besides the two divisions already named are: agricultural machinery, apparel, auto tires and rubber, banks, building, cotton goods, drugs and medicines, metals, leather and shoes, printing and publishing, railroads, rayon goods, and steel.

Eight lines were listed as being expected to show the smallest ultimate recovery, or to be the slowest to share in a broad upturn: aircraft, coal and coke, office equipment, paper, radio, shipping and shipbuilding, theaters and motion pictures, woolen goods.

How Plumber Sold 1,700 Gas Units

NEW YORK CITY—Here's how one plumber sold 1,700 Electrolux refrigerators in two years.

The B & W Plumbing Co., 1101 Westchester Ave., is owned by Irving and Bernard Weisinger.

Like every plumber selling refrigeration, they started by making up a list of prospects from their good plumbing customers. Families buying modern plumbing equipment should be in the market for modern refrigeration, they believed.

Next, a list of builders and apartment owners was made up. This has been used so successfully that orders for as many as 250 Electrolux refrigerators resulted.

FRIGIDAIRE WINDOW TRIM BASED ON 2,250,000 UNITS

DAYTON—An animated window display based upon the claim that there are now more than 2,250,000 Frigidaires in use is being shown this month by Frigidaire dealers all over the country.

The display shows a view of the company's factories on one side, and on the other are tall buildings forming a city's skyline. Household Frigidaires mounted on a revolving disc pass continuously from the factory to the city, dramatizing the sale of the product.

This particular display costs dealers \$1.50, according to A. D. Farrell, manager of the window display department. The window display service costs dealers \$1 a month as a general rule, but moving displays cost the factory more to prepare. Four such displays will be sent out this year.

With each monthly shipment goes a folder which shows how the display should look in the window, and which gives complete instructions for setting it up. Each folder contains also a suggestion for a supplementary window trim to be devoted to commercial equipment or some other specific product.

11 TRUCKS USED AS ADS BY PORTLAND DISTRIBUTOR

PORLTAND, Ore.—Considerable advertising value is attributed by the Ira F. Powers Furniture Co., Kelvinator distributor, to a fleet of 11 delivery trucks carrying Kelvinator advertisements on their sides.

The traveling billboards are painted with oil and finished with varnish on the body of the truck itself. White, vermillion, and light blue are the colors used, and an attempt was made to give a dignified, rather than a "circus" appearance to the advertisements.

"The value of this publicity is hard to estimate," says Thomas E. Lennard, superintendent of the company. "These trucks travel from 12,000 to 14,000 miles per month, covering a radius of 50 miles from Portland. Traveling every street and highway in that radius every hour of each working day, we believe they give us nearly 100 per cent coverage."

Lennard points out that the equipment is kept up in the best manner, and that the drivers are neatly uniformed. The entire equipment was completed in time for the opening of the Kelvinator Derby contest, which is now in progress.

SILENT GLOW BUYS ASSETS OF INTERNATIONAL BURNER

HARTFORD, Conn.—Assets of the International Burner Corp. have been purchased by Silent Glow Oil Burner Corp. The main office of the former, and its manufacturing plant, have been moved to the Silent Glow plant here.

According to present plans, Silent Glow will market the Caloroi, Victory and Crescent burners (the International line), through a division of their company to be known as the Caloroi Burner Division of the Silent Glow Oil Burner Corp. The present International field personnel will be retained.

Gordon Kinsman and William Weidner, engineers for International, have been retained by Silent Glow; M. J. Binkley, vice president, has been taken on to head the Caloroi division.

RUTHENBURG, REPOGLE RETURN FROM LAKE TRIP

MT. CLEMENS, Mich.—Louis Ruthenburg, president of Copeland Products, Inc., and John R. Repogle, vice president, have returned from a two-weeks cruise of Lake Huron and Georgian Bay in their cruisers, Kingfish II and Maid Marian.

In the fleet, also, was Col. George A. Green, vice president of General Motors Truck Co., in his cruiser, the Altometh.

Accompanying Mr. Ruthenburg in the Kingfish II were Mrs. Ruthenburg and their two sons and daughter. Mr. Repogle was accompanied by Mrs. Repogle, their son, Mr. and Mrs. Devlin, and Mr. and Mrs. Wurl. Col. and Mrs. Green and their son were accompanied by two guests.

HUMIDIFIERS WOULD REDUCE SICK BILLS

DETROIT—The nation's sick bill can be cut by the use of humidifying equipment and other new building materials and devices, according to the American Institute of Architects.

"The most frequent of bodily ills and the greatest nuisance is the common cold," the institute points out. "The origin of this is frequently the condition of the air within the house. Day after day the hot radiators are drying the air, sucking every bit of moisture from it and from everything else in the room. Upholstery gets dry and brittle, lint flies from the hangings, dust rises from the rugs, all invisible but all pervading the atmosphere.

"In this state of things the membrane of the throat gets dry and produces a condition of extreme susceptibility to sore throat. The dust-laden air completes the chain, and another cold has begun.

"Apart from the damage to furniture caused by air that is too dry, the money spent winter after winter for doctors' bills and prescriptions is too high a price to pay for insufficient humidity, not to mention personal discomfort."

Low humidity also reacts upon the surface of the skin to produce a feeling of chilliness which leads to a call for still more heat, the institute states. This adds to the coal bill, and aggravates an already bad health habit. With ample moisture a temperature almost down to 65° F. is comfortable and healthful.

"The importance of proper humidification has been recognized," the statement continued, "by the introduction of a number of satisfactory devices to secure the desired results. Aside from the open container upon the radiator, most other arrangements are built into the heating system to act without attention according to the condition of the air in the rooms."

Noise was another evil which is now being repressed by the use of proper insulation and other means, the institute states.

"Tests have shown that sudden and excessive noise produces muscular tension, retards the operation of the digestive tract, raises the beating of the pulse and the blood pressure, and induces a fear reflex."

FUR GUARD REMAINS IN 38° ROOM ALL SUMMER

DETROIT—Behind a heavy vault door, bearing the intriguing directions, "Ring bell three times for admittance," is a man who never has to worry about the city heat. He remains in a temperature of 38° F. all summer.

His name is Ferd Langstrom, and he is employed by the Annis Fur Co. to guard nearly 25,000 fur coats placed in vaults for safe keeping during the summer months.

A 15-ton Phoenix compressor using ammonia as a refrigerant is responsible for the almost freezing temperature of the storeroom. The machine is in the basement of the Annis Fur store and Phoenix air distributors are in the vaults which are on the sixth floor of the building.

The vaults, 64x100 ft. in size, contain fur coats of all descriptions and kinds of pelts which have been stored for preservation during the hot weather. The temperature is the same for all furs.

A promise to store furs free during the summer is sometimes employed by the Annis Fur Co. during special sales as an inducement to buy at that particular time.

NEW YORK SALESMAN GETS 23 SALES IN 15 DAYS

RICHMOND HILL, N. Y.—Fred Williams, Kelvinator salesman for L. A. McLean, local dealer, sold 23 electric refrigerators in the first 15 days of July. Not one sale was for less than a 6-cu. ft. model.

According to McLean, Williams has never sold anything before. He has 85 hot prospects which he expects to sell within the next 30 days.

To obtain prospects, Williams keeps in touch with the Chevrolet and Ford agencies. As these agencies are notified by a finance company when a customer's note is paid up on a car, he gets the names of such customers and sells them refrigerators. As they have just completed one set of payments, they are ready and accustomed to buy a refrigerator on the instalment plan, he finds.

NEW ENGLAND DEALERS NAMED BY RACKLiffe BROS.

NEW BRITAIN, Conn.—The Newton Electric & Hardware Co., Shrewsbury, Mass., and Richard E. Philbin & Co., Clinton, Mass., have been appointed Kelvinator dealers by Rackliffe Bros. Co., Inc., distributor here.

Cragin & Wilkins Co., of Leominster, Mass., has taken over the territory of Fitchburg, Mass., and will have as an associate dealer the Fitchburg Auto Electric Co.

Wagner Electric Corporation

6441 PLYMOUTH AVE., ST. LOUIS, MO.

S523-1

REFRIGERATION URGED BY HEALTH OFFICER

UTICA, N. Y.—Drawing his conclusions from a survey of refrigeration in Utica during 1929, Dr. W. G. Hollingsworth, chief of the division of hygiene in the local bureau of health, recently published statement urging more and better refrigeration in Utica homes, according to B. S. Arnold of the Onondaga Auto Supply Co., Norge distributor at Syracuse, N. Y.

Out of 24,707 families in Utica in 1929, 8,783 were equipped with ice refrigerators, and 2,491 with mechanical refrigerators. Dr. Hollingsworth's survey showed. The balance of 13,433 had no means of caring for perishable foods. Waste of food in Utica during 1929, the survey shows, was estimated at \$2,536,015.46, or 10 per cent of the amount paid for food during the year.

Dr. Hollingsworth suggested that refrigerator dealers stage a campaign to educate the public in regard to the advantages and proper use of refrigeration methods.

He traced the dangers of bacterial development in foods held at temperatures of 50° or more, and also cited the economies that can be effected by reducing spoilage through refrigeration.

"Refrigeration may be regarded as the simplest and best antiseptic we have for the preservation of foods," he continued. "Cold neither adds nor detracts from the food in any way. Refrigeration imparts no new taste nor seriously alters the natural flavor. It does not diminish the digestibility nor cause a loss of nutritive value. It has slight, if any, effect on most of the vitamins; the material is left in approximately its original condition."

RADIOLOGY INSTITUTE BUYS KELVINATOR EQUIPMENT

ST. LOUIS—Water-cooling equipment for the Edward Mallinckrodt Institute of Radiology, Washington University School of Medicine, has been provided by Kelvinator Sales Corp. here, according to R. C. Houck, manager of the factory branch.

The installation consists of a model WRD, a model 50 condensing unit, and two model WR-40 condensing units serving a battery of four model 2-F-100 day and night water coolers enclosed in one insulated housing.

Tap water is supplied directly from the city mains to these coolers. The refrigerated water leaves the coolers at approximately 45° F., and is conducted through pipe insulated by 3/4 in. of cork, to the three developing rooms located on the second and third floors.

Each developing and fixing bath assembly is equipped with a mixing faucet through which enters the refrigerated water and the city water at tap temperature. The valve is set to deliver a combination of the two streams at approximately 68° F.

MONTGOMERY WARD & CO. BUYS AIR CONDITIONERS

CHICAGO—Heat and humidity have been routed from the executive offices of Montgomery Ward & Co., with the installation of Frigidaire air-conditioning equipment in the suites of Sewell Avery, president, and three other senior executives.

The air-conditioning equipment for Mr. Avery's office was purchased first, and Montgomery Ward refused to consider additional equipment until that unit had operated 30 days.

Three days after the installation, according to I. H. Purinton, salesman, a hot spell brought a hurry call to the Frigidaire offices asking how quickly the other three offices could be equipped. Installation was completed within 24 hours.

USERS BEST PROSPECTS, OREGON SALESMAN SAYS

PORLAND, Ore.—The best place to look for prospects for an electric refrigerator is among users of electric refrigerators, declares Harold P. Kelley, star salesman for the Rothchild-Morton Co., local Frigidaire dealer.

Kelley, who had sold his entire quota for 1932 on June 10, declares that 80 per cent of his prospects are given him by users of Frigidaire.

Allan B. John, salesman for the H. A. West Co., another dealer for the same company who sold 67 units between March 1 and July 22 says that the requirements for success are early rising, hard work and letting the law of averages take care of the results.

MICHIGAN ORDERS 12 UNITS FOR VOCATIONAL HOME

LANSING, Mich.—The State of Michigan has placed an order with F. C. Matthews & Co., local Frigidaire distributor, for 12 small household models for installation in the Boys Vocational School at Lansing, besides some commercial refrigerating equipment for another installation.

Work of a Sales Promotion Department

As Practiced By Kelvinator Corporation

By Phil B. Redeker

DETROIT—"Any large selling organization must have a department acting as an intermediary between advertising and sales departments," states John Garceau of the Kelvinator Corp., "and the sales promotion department should function in that capacity."

The sales department's main function, Mr. Garceau points out, is to establish outlets at strategic points throughout the country, while the advertising department's principal objective is to build through national advertising a recognition and acceptance of the product.

"With distribution obtained through the efforts of the sales department, and public acceptance built through advertising, it next becomes necessary to take another step in the cycle of production and distribution, and that is to equip the dealer with proper tools for carrying the product to the user. The sales promotion department thus functions in putting these tools in the dealer's hands, in seeing that the dealer is properly educated in sales closing methods, in devising plans of operation that will make it profitable for the dealer to maintain constant activity on Kelvinator sales.

'Silent Salesman' for Factory

"The Kelvinator Corp. management," says Mr. Garceau, "firmly believes that if its sales promotion activity is all directed toward helping the dealer sell Kelvinator electric refrigeration profitably, the dealer will, of his own volition, reorder equipment through his distributor. One of the functions of the sales promotion department is thus seen to be that of 'silent salesman' for the factory organization.

"Our main reason for operating, however, is to move stocks from dealer floors to the public," says this Kelvinator sales promotion official. "We favor the single campaign idea, or concentration on one complete program laid down for all our distributors and dealers.

Sound Merchandising Ideas

"Such programs are not built around any 'startlingly new' ideas or 'circusy' promotional methods, but are merely a collection of sound merchandising ideas that come out of the training background of the men in the sales promotion department, who have had a thorough education in dealer problems through actual work in the field.

"Each element of the complete program is thoroughly tested by members of the sales promotion department before its inclusion in the plan; the complete operation is again tested in various communities and cities before being passed on to the field," Garceau relates.

Reminder Cards Used

Garceau has two illustrations of the extent to which this testing is carried, even in some of the apparently insignificant details of the whole program. The sales promotion department, he tells, at one time believed that it would be a good plan to leave a reminder card (with address of dealer printed on it) in the home of a cold prospect.

"The logical place to tack up this card, it was thought, was at some conspicuous place near the ice box, where the housewife would readily notice it were she to become discontented with her refrigeration facilities.

"To be sure that this idea was practical, as well as logical, part of the sales promotion force revisited the homes where the reminder cards had been left, to find that a very small percentage of the cards were still hanging on the wall.

Afraid of Card

"A little subtle questioning soon uncovered the fact that the majority of the housewives wanted electric refrigeration, but that they were afraid that the card, when hung in a conspicuous place, would emphasize this lack of proper household equipment to friends or visitors. Consequently, most of the cards had been torn down shortly after the salesman had left the house. "In casting about for a better place to hang the reminder card, one of the salesmen hit upon the plan of putting it on the back of an ironing board that folded into the wall, or on the inside of the closet door, where the housewife, but no one else, would see it."

Test New Ideas

Working with the regular sales crew, representatives from the sales promotion department tested this method of placing cards, and found it to be satisfactory.

To illustrate the importance of testing every detail of the ideas that go into sales campaigns or promotional work, Garceau tells the effect of giving certain types of names to cooking schools held in connection with sales campaigns.

"It was found in this study," he says, "that when the school was labeled 'Refrigeration Cooking School,' there was a very high percentage of users in attendance, but when the term 'Cooking with Cold' was applied to the school,

the number of prospects attending increased about 35 per cent.

"Kelvinator's sales promotion department is so divided that each member is personally charged with development work for his particular division, even though it may require his actually going into the field and working under a distributor or dealer.

"Then, for a major campaign, each member of the department collectively passes on the work in hand to complete the program. With this accomplished, the complete plan, after being tested in various localities, is presented to the management for approval before being passed on to the field for application nationally.

Studies Presentation

"To illustrate the steps in the progress of such campaign planning, let us take for example, the work of the man in the department who is to write a piece of literature to be used as a 'door-hanger' in the campaign. He draws upon some idea that is most pertinent at the current time, puts it in a readable form that will draw the attention of a prospect, and then studies the best way of presenting it in the field.

"This latter portion of his work may involve actual trials in the field, in which the individual responsible for the particular piece of literature will make studies of the effectiveness of various ways of using the piece with actual prospects.

"The recent tests held on Kelvinator's Food Store Sales Plan is exemplary of the manner in which the entire plan is tried before being advocated to the field.

"Ten test demonstrations of the plan (an economy demonstration plan, to be used by domestic refrigerator dealers in

conjunction with food retailers) were held in Detroit, 15 in Little Rock, Ark., and one each in Port Huron, Mich., and Pine Bluff, Ark.

"These tests, besides proving the worthiness of the idea, demonstrated various ways of attaining maximum results in the application of the plan. It was found that neighborhood stores having little telephone and credit business and neat store equipment were to be preferred, that a three-day demonstration, preferably on Thursday, Friday and Saturday, was best, and an extra demonstrator, preferably a home economist, was necessary on Saturday."

"One of the most important jobs of the Kelvinator sales promotion department, Garceau states, is in the preparation of a complete organization manual, made up of separate sheets quoted to an index, from which the dealer may find the answer to any problem in the display, promotion, estimation, and sales of equipment that may arise.

"The department continually adds to this manual, presenting new ideas on promotion, new premium catalogs, and new engineering data. A 24-page section of this manual is devoted to window displays and floor displays alone, this part being very complete in that the dealer is told in detail what materials to use in the display, and how to set up his exhibit.

"Each month every dealer and distributor receives a publication from the sales promotion department titled, 'Sales Slants.' This publication is literally a correspondence course in selling methods. It carries, as its theme, a discussion of the current selling appeal, and when Kelvinator Corp. is about to 'break' any special campaign or similar type of activity in the field, this monthly bul-

letin, instead of merely 'announcing' the plan, outlines the exact steps to be taken in the localized application of such a plan.

"So completely does the sales promotion department look after the presentation of Kelvinator's sales plans that even the speeches and inspiration messages read by the sales managers before groups of salesmen are written by a member of the sales promotion department and go out to the field in the form of 'Kelevision.'

"The popularity and effectiveness of the type of message contained in 'Kelevision' has set the sales promotion department to devising a means of getting this piece of material in the hands of every man connected with Kelvinator.

"One organ which emanates from the sales promotion department reaches all Kelvinator men in the field, namely, 'Cold Facts,' the Kelvinator house publication, which tells all of 'Kelvindom' of the activities at the factory and which broadcasts the success and successful methods of Kelvinator retail outlets in all parts of the world."

TAFT OIL BURNER NAMES NEW DISTRIBUTORS

BOSTON—New distributor appointments have been made recently by the Taft Oil Burner Co., of which William E. Taft is president.

The new distributors include: A. H. Marshall Co., upper New York state; Aberdeen Furnace Co., part of South Dakota; Guy Patterson & Co., Berkshire County, Mass.; Duluth Plumbing & Heating Co., part of northern Minnesota; Howe's Electric Shop, eastern Massachusetts.

Gilbert W. Maxwell, Hallowell, Me., associated with the Taft organization for three years, has taken over the territory in Maine formerly covered by A. L. Murray. W. M. Carr of Laconia, N. H., has taken over the New Hampshire territory formerly covered by George B. Harris.



Rollator refrigeration

HE KNOWS ITS EXTRA
COOLING POWER MEANS
EXTRA PROFIT FOR ALL
NORGE DEALERS

With an investment of one hundred dollars, the United Music Co. of Brockton, Mass., was started in 1909.

In 1931, with fourteen retail stores operating in cities of Massachusetts, Connecticut and Rhode Island, the company decided to add electric refrigeration to their line.

They inspected many makes...considering product quality and manufacturer's reputation. They selected Norge!

Charles Feldman, president of the company, says "Never, in twenty-three years of successful merchandising, have I made a better or wiser choice."

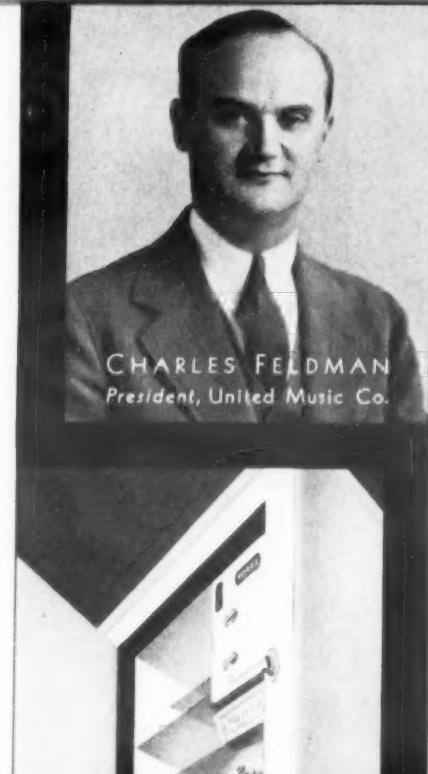
This opinion does not come from a man who only sits back as the directing head of an impressive retailing organization...it comes from a man who

goes out and makes actual sales...a man who has sold as many as fifteen Norge Rollator Refrigerators in one week...sold them on house-to-house calls.

He knows there is genuine public acceptance for Norge...he knows it costs less to handle Norge because of its freedom from service requirements...he knows Norge is a short line of package merchandise...he knows an effective advertising and merchandising campaign backs the Norge.

He is an authority on Norge retailing and he says, "The extra cooling power of Rollator Refrigeration means extra profit for all Norge dealers."

NORGE CORPORATION
658 EAST WOODBRIDGE STREET
DETROIT MICHIGAN
Norge Corporation is a division of Borg-Warner Corporation, one of the world's largest makers of precision parts, including automotive freewheeling



CHARLES FELDMAN
President, United Music Co.



THE ROLLATOR
A roller rolls and there's ice...that's all there is to smooth and easy operation of the Rollator mechanism...it's almost everlasting.

NORGE
ROLLATOR REFRIGERATION

19 Leonard Distributors Increase Dealer Organizations

DETROIT—Nineteen Leonard refrigerator distributors have made recent additions to their dealer organizations, according to Leonard Refrigerator Co. here.

Cronin Distributing Co., Inc., Portland, Ore., announces the following new dealers: Amapoker Radio Shop, Eugene, Ore.; Monmouth Radio Shop, Monmouth, Ore.; Canby Hardware & Implement Co., Canby, Ore.; G. F. Johnson Music Co., Sunnyside Hardware Co. and Charles Shaw Furniture Co., all of Portland, Ore.

Electric Supplies Distributing Co., San Diego, Calif., has appointed: Beacon Electric Co., Burton's Home Appliance Co., and Davidson's Furniture Co., all of San Diego, Calif.; and C. L. Whiteman of La Mesa, Calif.

Chanslor & Lyco Stores, Inc., distributor in San Francisco, has added these dealers to its organization: G. C. Erickson, San Juan Bautista, Calif.; Cordova Bros., Gustine, Calif.; Sterling Furniture Co., San Francisco; Messick & Kirkpatrick, Colusa, Calif.; Fuhrer & Mortimore, Sacramento, Calif.; W. F. Bondurant, Princeton, Calif.; Andy Thorsen, Turlock, Calif.

Additions in Tennessee

McWhorter, Weaver & Co., Nashville, Tenn., has appointed 14 new dealers within recent weeks: Reed Sharp Furniture Co. and Leonard Sales & Service, both of Nashville; West Side Pharmacy, Lebanon, Tenn.; D. A. Duke & Co., Carthage, Tenn.; Wiley Furniture Co., Manchester, Tenn.; Hobbs Sloan Co., Fayetteville, Tenn.; Ragans Cash Store, Joelton, Tenn.; South Side Pharmacy, Watertown, Tenn.; Puckett Motor Co., Alexandria, Tenn.; Hill's Service Station, Old Hickory, Tenn.; Storage Battery & Electric Shop, Springfield, Tenn.; Suddarth Furniture Co., Gallatin, Tenn.; Brady Bros. Furniture Co., Sparta, Tenn.; Cook Outfitting Co., Columbia, Tenn.

J. J. Dougherty Co., Inc., Milwaukee, announces the following appointments: Paul A. Sielaff, Shiocton, Wis.; Clintonville Motor Car Co., Clintonville, Wis.; Elbert Electric Shop, Shawano, Wis.; Real Radio Service, Inc., Milwaukee; Frank Mainz, Oconomowoc, Wis.; Block Radio Co., Kenosha, Wis.; Bammel Furniture Mart, Waupaca, Wis.; A. H. Schumacher, Delavan, Wis.; Henry K. Johnson, Sharon, Wis.

Zion Cooperative Mercantile Institution, Salt Lake City, has appointed: Radio Studios, Inc., Salt Lake City; Stephenson Radio Co., Pocatello, Idaho;

G. T. Morby, Coalville, Utah; Nevada Electric Co., Las Vegas, Nev.; Jones Coal Co., Mammoth, Utah; R. J. Whipple Lumber Co., Lehi, Utah; Power County Implement Co., American Falls, Idaho; Declo Drug Co., Declo, Idaho; Granite Mart, Salt Lake City; Comstock Mercantile Co., Acquia, Idaho; Heber Exchange, Heber City, Utah; Hans Peterson & Sons, Blackfoot, Idaho.

Hendrie & Bolhoff Mfg. & Supply Co., Leonard distributor at Denver, has appointed:

Wheatland Hardware Co., Wheatland, Wyo.; Ballard Drug Co., Steamboat Springs, Colo.; D. J. Donnelly, Idaho Springs, Colo.; Bennett Mercantile Co., Bennett, Colo.; Hayden Drug Co., Hayden, Colo.; Nelson Bros., Superior, Colo.; Western Hardware Co., Leadville, Colo.

New Kentucky Dealers

Smith Radio Corp., Louisville, Ky., announces these dealers: Lincoln Lumber Co., Stanford, Ky.; United Home Furniture Co., with stores in Scottsburg, Ind., and Jeffersonville, Ind.; The Big Store, Harrodsburg, Ky.; Blue Diamond Coal Co., with stores in Blue Diamond, Ky., and Middlesboro, Ky.; Harding & Miller Music Co., Evansville, Ind.; Jarett Radio Co., Louisville, Ky.; Lloyd L. Parker's Music Store, Harrisburg, Ill.; W. E. Scott, Lexington, Ky.

Klein Stove Co., Philadelphia, has made the following dealer appointments recently: Allen E. Fidler & Son, Shamokin, Pa.; Kunkle Electric Co., Carlisle, Pa.; Walter T. Massey, Dover, Del.; John Okulicz, Camden, N. J.; Chester Bedding Co., Chester, Pa.; John Fluck, Ambler, Pa.; Baker Bros., Wildwood, N. J.; George J. Crist, Ocean City, N. J.; Delaware Furniture Co., Wilmington, Del.; Camden Hardware Co., Joseph Ruttenberg and Antrim Hardware Co., all of Camden, N. J.; George F. Clamer, Collegeville, Pa.; Harry Kline, Salem, N. J.; B. B. Todd Co., Philadelphia; John Y. Buoy Co., Milton, Pa.; H. E. Allerer, Elvindere, N. J.; A. Kroungold & Son, Philadelphia; Mueller Electric Service, Spring City, Pa.

J. A. Williams Co., of Pittsburgh, has appointed: W. A. Burgunder, McKees Rock, Pa.; Smith & Winter, Lock Haven, Pa.; Borello Motor Co., Charleroi, Pa.; Kronenwetter Music Store, St. Marys, Pa.; Joseph-Woodwell Co., Simon Solof & Son, North Side Maytag Store, Inc., all of Pittsburgh; Grant Lumber & Supply Co., Cumberland, Md.; Thompson Bros., Portage, Pa.; Harold E. Miller, Berlin, Pa.

Buhl Sons Co., Detroit, announces the following new dealers: Jenney Hardware Co., Corunna, Mich.; Eugene Bing, Tawas City, Mich.; Lee Fountain, Inc., Wyandotte, Mich.; C. J. Weisenberg & Co., Owosso, Mich.; James Rine Co. and Acme Clay Products Co., Detroit; Raupp's Radio Sales, Ecorse, Mich.; Hastings Electric Store, Flint, Mich.; A. T. Brown, Jr., Beaverton, Mich.; Harris & White, Pinconning, Mich.; A. T. Brown, Jr., Gladwin, Mich.

Wiswell Makes Additions

L. C. Wiswell Co., Chicago, has appointed these new dealers: Musil Radio Shop, Television Radio Corp., E. J. Simberg, Ritter's, Inc., Friday Radio & Home Appliance Co., Jackson-Ogden Electric Shop, all of Chicago; Belvidere Exide & Electric Co., Rockford, Ill.; Lon Nichols & Son, Kirkland, Ill., and Humiston & Son, Sandwich, Ill.

Howe & Co., Boston, has made the following new dealer appointments:

Barney N. Katz Furniture Co., Brockton, Mass.; A. Simon & Sons, Framingham, Mass.; Northboro Hardware, Northboro, Mass.; John Carver Co., Boston; J. D. Griffiths, Melrose High, Mass.; Loman Electric Supply Co., Boston; I. W. Nason, Kingston, N. H.; P. J. Schnair, Maynard, Mass.; Donald E. Morell, Wayland, Mass.; Frank G. Davis, Woburn, Mass.; F. J. Tenney & Co., Townsend, Mass.; Elliott C. Hagar, West Newton, Mass.; Jim Souza, Gloucester, Mass.; Humboldt Electric Co., Roxbury, Mass.; Harrill Oil Co., Ipswich, Mass.; Katz & Co., Athol, Mass.; Peoples Garage, Natick, Mass.; Spere Bros., Wakefield, Mass.; Emil J. Anthelet, Foxboro, Mass.; World Radio Corp., Quincy, Mass.; Union Electric Supply Co., Boston; M. Lamoureux & Co., Spencer, Mass.; Dow's Music Store, Newburyport, Mass.; Lemay Furniture Co., Inc., Winchendon, Mass.; Barnard, Summer & Putnam, Worcester, Mass.

Seattle Firm Grows

North Coast Electric Co., Seattle, has appointed these dealers: Hooton Furniture Co., Everett, Wash.; Radio Sales & Electric Service, Enumclaw, Wash.; Electric Refrigerator & Appliance Co., Seattle; Fulton Construction Co., Ellensburg, Wash.

C. M. McClung & Co., Knoxville, Tenn., has made the following new appointments: Burleson Storex Co., Spruce Pine, N. C.; Glenn Bros. Hardware Co., Chickamauga, Ga.; Rutledge Hardware Co., Rutledge, Tenn.; Jacobs Hardware Co., Graysville, Tenn.

Aeolian Co. of Missouri, distributor in St. Louis, has appointed: The Rode Store, Brownstown, Ill.; Arnold Furniture Co., Manne Bros. Furniture Co., Holland Radio & Appliance Co., Wellington Furniture Co., and Charles Horton, all of St. Louis; Frank C. Isaacs, Litchfield, Ill.

Southern Wholesalers, Inc., Washington, D. C., has added these dealers to its list: St. Marys Motor Co., Leonardtown, Md.; Glazier & Bros., Winchester, Va.; Leonard Refrigerator Sales Co., King's Palace, The Hect Co., all of Washington, D. C.; O. P. Weller, Charleston, W. Va.; Gilberts Service Station, Meadows, Md.; Chris Helfenstein, Baltimore, and R. Lamar McCann & Co., Dublin, Md.

Providence Appointments

Ballou, Johnson & Nichols, Providence, R. I., announces the following dealer appointments: Elijah L. Stokes, Chatham, Mass.; Uxbridge Furniture & Hardware Co., Uxbridge, Mass.; Silent Glow Sales & Service, Westerly, R. I.; Walsh Bros., Newport, R. I.; J. E. Shaw, Lutz, Inc., Pawtucket, R. I.; Joseph Oleen, North Providence, R. I.; Eagle Park Battery & Electric Service, Providence, R. I.; New England Mercantile Plan, Providence, R. I.

The Auto Equipment Co., distributor in Omaha, announces these new dealer appointments: Abramson Radio Shop, Holdrege, Neb.; Hanscom Park Garage, Omaha; Loar Electric Co., McCook, Neb.; Wayne Electric Co., Wayne, Neb.; Otto Furniture Co., Clarinda, Iowa; Glen Vallery, Plattsburgh, Neb.

YORK OIL BURNER HAS 8 OLYMPIC TEAM MEMBERS

YORK, PA.—Of the five weight classes in the Olympic Games weight-lifting competition, York Oil Burner Co.'s athletic club placed five men and three alternates on the team which represented the United States.

Bill Good, York, won the championship in the 181-lb. class at the final trials, and made the highest total of the meet regardless of weight, again becoming America's strongest amateur.

The York men making the team as regulars or alternates are: 132-lb. class, Tony Terlazzo, Dick Bachell, Art Levan; 148-lb. class, Wallie Zagurski and Bob Mitchell; 165-lb. class, Walter Good; 181-lb. class, Bill Good and Joe Miller.

NEW MADISON, WIS., DEALER SELLS 44 UNITS

MADISON, WIS.—Forbes-Meagher Music Co., new Kelvinator dealer here, sold 44 Kelvinators during the first two months it handled refrigerators.

Visualizer



JUNIUS R. TRIBE
Utah salesman who won first place in G. E. Visualizer audition.

70 MILLION PERSONS BUY COOPERATIVELY

WASHINGTON, D. C.—More than 70,000,000 persons in the world now participate in the movement toward cooperative buying, according to information compiled by the Bureau of Labor Statistics, Department of Labor.

The movement as manifested in 41 countries was affiliated in 1931 with the International Cooperative Alliance, which included 77,500 members, it was pointed out.

The bureau has reports from 58 consumers' cooperative societies in the United States which last year did a business of \$10,284,332 and saved their members \$476,833.

The volume of business done in 1930 for cooperative societies was about \$17,000,000,000, a gain of more than \$2,500,000,000 over 1929.

"Most of the members of cooperatives are in the retail consumers' organizations," the statement avers, "as 21,051 of these reported an aggregate membership of 64,199,390 in 1930, with a business of \$8,032,730,088. The number of members rose about 16,000,000 in 1930, and the business increased about \$1,300,000,000, despite the fact that the number of societies dropped about 17,500."

"Thirty-seven wholesale cooperatives accounted for a business of \$6,889,728,707 in 1930, an increase of nearly \$700,000 over 1929."

Data for 75,739 retail consumer, cooperative wholesale, workers' productive, agricultural, miscellaneous, credit, bank and insurance cooperative societies showed a total business of \$16,642,378,395, which was a gain of \$2,555,798,578 over the corresponding figure for 1929.

SALESMAN AVERAGES 1 SALE DAILY FOR 21 DAYS

TAMPA, Fla.—W. O. Gibson, salesman for the Tampa Electric Co. sold 21 Frigidaires during the first 21 days of July, including Sundays and holidays. The majority of the sales were closed in the evening, he reports.

Balsam-Wool Sealed Slabs



NATIONALLY ACCEPTED
Completely satisfactory
Refrigerator Insulation

WOOD CONVERSION COMPANY
Industrial Sales Offices:
CHICAGO, 360 N. MICHIGAN AVE.
New York, 3107 Chanin Bldg.
Detroit, 320 Stephenson Bldg.

Testing Service for Domestic and Commercial Electrical Refrigeration

Testing and experimental laboratory service for Manufacturer, Distributor, Central Station. Test data exclusive property of client.

Electrical Testing Laboratories
Know by Test 80th St. & East End Ave.
NEW YORK

Testing Laboratory
For refrigerators and refrigerating equipment
George B. Bright Co.
Refrigerating Engineers and Architects
2615 12th St., Detroit, Mich.

PUREST SULPHUR DIOXIDE
Extra dry
ESOTOO
VIRGINIA SHIELDING CO.
WEST NORFOLK, VA.

WOLVERINE

Seamless Dehydrated Tubing

Copper-Plain or Tin Plated-Solder Sealed

This highly specialized product is the standard of the industry. Saves time. Saves labor. Saves service cost. Immediate shipments from large stock.

Eastern Sales Office
420 Lexington Ave., New York
Los Angeles Office
1015 East 16th St.
26 Sales Offices

Wolverine Tube Co.
1491 Central Ave.
Detroit
Export Dept.—H. M. Robins Co.
Detroit

BUSH

FINNED TUBING INDIVIDUAL SQUARE FINS

With modern equipment for quantity production and 22 years experience in the manufacture of finned tubing, we are ready to meet the various requirements of the refrigeration industry for condensers or other fabricated forms of finned tubing

Send for 100N folder—it gives complete specifications.

THE BUSH MFG. CO.
HARTFORD, CONNECTICUT

ANSUL SULPHUR DIOXIDE

The ideal Refrigerant
made by the **ANSUL CHEMICAL COMPANY**
MARINETTE, WIS.

BUYER'S GUIDE

*Manufacturers Specializing in Service
to the Refrigeration Industry*

SPECIAL ADVERTISING RATE (this column only)—\$12.00 per space. Payment is required monthly in advance to obtain this special low rate. Minimum Contract for this column—13 insertions in consecutive issues. All advertisements set in uniform style of type with standard border. Halftone engravings of 100-line screen, either outline or square finish. No reverse cuts or heavy black effects. No charge for composition.

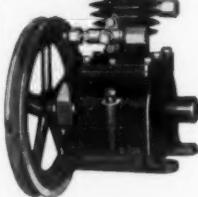
FROSKIST WATER COOLERS



Pressure Type
Direct Expansion
Sizes 5 Gal. to 100 Gal.
For use with F12, Sulphur Dioxide, Methyl Chloride, and Ammonia

H. C. PARKER, LTD.
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392 Clifton Ave., Newark, N. J.
510 Larkin St., San Francisco, Calif.
734 M. & M. Bldg., Houston, Texas
237 Roosevelt Bldg., St. Louis, Mo.
37 W. Van Buren St., Chicago, Ill.

It Will Pay You to Investigate



Manufacturers and Assemblers of Electric Refrigeration! Investigate Brunner Engineering Service. Equipment performance and production economy highly effective. Get the complete Brunner story. Refrigeration Division, Brunner Manufacturing Co., Utica, N. Y.

HIGH SIDES and COMPRESSORS by BRUNNER



We can take care of your entire requirements of



Refrigeration Parts and Supplies

Stocks at
116 Broad St., New York, N.Y. 523 Arch St., Phila., Pa.

Melchior, Armstrong, Dessau Co.

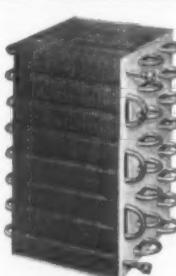
Do You Want Information About AIR CONDITIONING?

A directory of manufacturers, descriptions of equipment, articles telling how air conditioning is being sold, articles on design, installation and application. All this—and more—in the Aug. 10, 1932, issue of ELECTRIC REFRIGERATION NEWS.

A few extra copies are available at 10c each—or you may order a 17 weeks trial subscription for \$1.00 and ask that the Aug. 10 issue be included.

Electric Refrigeration News, 550 Maccabees Bldg., Detroit

A NEW FIN COIL by PEERLESS



Wedge-locked and edge-locked aluminum fins on tinned copper tubing for methyl chloride, sulphur dioxide, F-12, etc.—aluminum tubing for ammonia. Absolute Metal to Metal Contact. A Superior Coil in which Soldered Return Bends have been eliminated. Priced to meet 1932 conditions. Write—Wire for Catalog.

PEERLESS ICE MACHINE CO., 515 W. 35th St., Chicago, Ill.

FIN COILS

Copper Tubing and Aluminum Fin Coils for Sulphur Dioxide and Methyl Chloride

Seamless Steel Tubing and Steel Fin Coils
For Ammonia and Methyl Chloride

Write for Catalog and Prices

REMPE CO.
340 N. Sacramento Blvd.
Phone Kedzie 0483

Chicago, Illinois

HOUSEHOLD ELECTRIC REFRIGERATOR SPECIFICATIONS

Detailed specifications for 342 models made by 49 different manufacturers are tabulated in the June 29, 1932, issue of ELECTRIC REFRIGERATION NEWS.

Send \$1.00 for 17 weeks trial subscription and indicate that you want the June 29 issue included. A limited number of extra copies are now available.

Electric Refrigeration News, 550 Maccabees Bldg., Detroit

REQUESTS FOR INFORMATION

Please refer to the 1932 Refrigeration Directory and Market Data Book for a complete list of all manufacturers of refrigeration equipment, parts, materials, supplies and accessories; also for all available statistical data on sales of refrigeration equipment, distribution methods, etc.

To obtain a copy of this book send \$2.00 to Business News Pub. Co., 550 Maccabees Bldg., Detroit, Mich.

Advertisers will be given preference in published answers to requests for buyer's guide service, but a complete list of all known suppliers will be mailed if stamped, self-addressed envelope is enclosed with inquiry.

Readers who can be of assistance in furnishing correct answers to inquiries, or who can supply additional information, are invited to address Electric Refrigeration News, mentioning query number.

Tin-Plate Cleaning Solution

Query No. 896—"Could you please advise me where to get authentic information on cleaning solutions for coils and floats which are tin plated? Also on the type of solvent to use for the removal of various foreign coatings and formations such as lime, dark spots, carbon, etc.?"

Trukold Absorption Refrigerator

Query No. 898—"Being an electric refrigerator service and installation man, I am interested in the full detail of the new Trukold kerosene absorption refrigerator. If you have any cut-away views or mechanical details on this machine, or can refer me to someone who has, I shall appreciate it."

Answer—The machine is being sold by Montgomery-Ward Co., which might be able to give you some information.

General Frigid Transportation Co.

Query No. 900—"I wish to locate the General Frigid Transportation Co. This company was incorporated in Delaware about April 10, 1932. It is primarily interested in heating, ventilating and refrigeration."

List of Public Utility Companies

Query No. 901—"We are interested in getting a list of the different power and public utility companies throughout the United States, which install and service refrigerating units."

Answer—We do not know of any survey which has been made public which would give the above information. No doubt such companies as Frigidaire, General Electric and Kelvinator maintain an active list of public utility companies which they rate as customers and prospects. The McGraw-Hill Co., New York, publishes annually the McGraw Central Station Directory which lists the public utility companies, with names of officers, power plant equipment, number of meters and other important data. The book sells for \$25.

Buckeye Refrigerator

Query No. 902—"I would appreciate any information you can give me on the Buckeye refrigerator manufactured by Domestic Industries, Inc., of Mansfield, Ohio. I am anxious to know your opinion on this particular make of refrigerator. If you have a printed list of all the electric refrigeration manufacturing companies I would appreciate receiving a copy of it."

Answer—We do not give advice regarding the relative merits of various makes of electric refrigerators. A complete tabulation of the specifications for 342 models of electric refrigerators made by 49 different manufacturers was published in the June 29 issue of ELECTRIC REFRIGERATION NEWS. Complete classified lists of manufacturers may be found in the 1932 REFRIGERATION DIRECTORY and MARKET DATA BOOK.

List of Refrigerator Manufacturers

Query No. 903—"I would appreciate it if you will send me a list of refrigerator manufacturers."

Answer—A complete list of refrigerator manufacturers is to be had in the 1932 REFRIGERATION DIRECTORY and MARKET DATA BOOK.

Methyl Chloride Machines

Query No. 904—"Would you please give us a list of companies manufacturing methyl chloride and sulphur dioxide commercial machines? We would like the names of manufacturers of both the complete units and the compressors and parts."

Answer—On page 299 in the 1932 REFRIGERATION DIRECTORY and MARKET DATA BOOK there are listed 60 companies making this type of equipment.

Oil-Burning Refrigerator

Query No. 905—"Can you tell us the name of the manufacturer who makes automatic refrigeration which runs with the oil flame?"

Answer—The Perfection Stove Co., 7609 Platt Ave., Cleveland, manufactures an oil-burning refrigerator. Electrolux Sales, Inc., Evansville, Ind., also makes an absorption refrigerator which can be adapted for use with an oil burner.

Leonard Contest Brings Sales

(Concluded from Page 1, Column 4)

merchandising for the Leonard Refrigerator Co., hundreds of letters were received from Leonard icebox users reflecting considerable human interest.

He dug out one which told the story of what he believed to be the "most-swapped" refrigerator in history. The letter, written by R. G. Donnell of Alexandria, Tenn., who received a Leonard electric for his old box, follows:

"One Mr. Kieth, residing on Short Mountain, Smithville, Tenn., in 1887 traded split baskets of various sizes for this Leonard. In 1892, he swapped it to Dearman Bros., Smithville merchants, for a larger icebox. They sold the box to Lem Beckwith, Smithville, and I swapped Beckwith with a buggy for the box in 1900. The exchange was an even one, no 'boot' being paid by either party."

Another recipient of a Leonard electric sent in a page from a long-forgotten catalog issued by the Grand Rapids Refrigerator Co. annex its Leonard line of iceboxes:

The description of "Styles Nos. 3 and 5" reads in part:

"This cut represents our double door Upright Ash Refrigerators. A row of daisies is set into the beading of the front rail. A fancy molding with brackets is nailed across the top; the panels are richly carved. They have the Leonard Patent Door Fastener, and are furnished with our Removable Flues for Cleanliness, Metallic Ice Rack, Zinc Lining, Solid Galvanized Iron Shelves, and our system of Ventilation by interior circulation of dry cold air."

The text winds up with the words, "Cleanliness is Next to Godliness," italicized and further emphasized by quotes.

SMITH, EBINGER OFFICIAL DIES IN COLUMBUS, OHIO

COLUMBUS, Ohio—Aden E. Smith, secretary and sales manager of the D. A. Ebinger Sanitary Mfg. Co., died suddenly Aug. 7 here, and was buried Aug. 10. He was 47 years old.

Mr. Smith had been associated with the Ebinger Co. since 1921. Previous to this he worked as a journeyman plumber in Springfield and Dayton, Ohio.

Mr. Smith had been secretary of the Plumbers, Gas and Steam Fitters Association of Springfield, and secretary of the Ohio State Building Trade Council.

In 1918 he held the office of Deputy State Plumbing Inspector and from 1919 to 1921 he was State Plumbing Inspector.

He was a member of the American Society of Sanitary Engineering, of which he was secretary from 1920 to 1923; a member of the research committee from 1924 to 1928 and chairman of the research committee in 1925.

HEADS ATLANTA DISTRICT

ATLANTA—A. F. Eichenlaub, former manager of Frigidaire's branch at Omaha, and more recently stationed at Jacksonville, Fla., has been placed in charge of the Atlanta sales district.

COMBINATION SUBSCRIPTION RATES

How to save money on your subscription order

NO.	PUBLICATIONS	YOU PAY	YOU SAVE
1	Electric Refrigeration News (1 Year) and Refrigeration Directory and Market Data Book	\$4.00	\$1.00
2	Electric Refrigeration News (2 Years) and Refrigeration Directory and Market Data Book	\$6.00	\$2.00
3	Refrigerated Food News (1 Year) and Refrigeration Directory and Market Data Book	\$2.00	\$1.00
4	Refrigerated Food News (1 Year) and Electric Refrigeration News (1 Year)	\$3.50	\$.50
5	Refrigeration Directory and Market Data Book and Electric Refrigeration News (1 Year) and Refrigerated Food News (1 Year)	\$4.50	\$1.50
6	Refrigeration Directory and Market Data Book and Electric Refrigeration News (17 Weeks)	\$2.00	\$1.00

Order by number. Use coupon below. These rates for U. S. only.

Group Order Rates for U.S. and Foreign Countries

PUBLICATIONS	NUMBER	UNITED STATES*	CANADA†	ALL OTHER COUNTRIES
Electric Refrigeration News	1 subscription	\$3.00	\$6.00	\$4.00 These foreign rates will
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